# The Times

## EMPIRE PRESS NUMBER

No. 45,527 LONDON, SATURDAY, MAY 31, 1930

EMPIRE PRESS NUMBER

*Saturday, May* 31, 1930

*CONTENTS:*

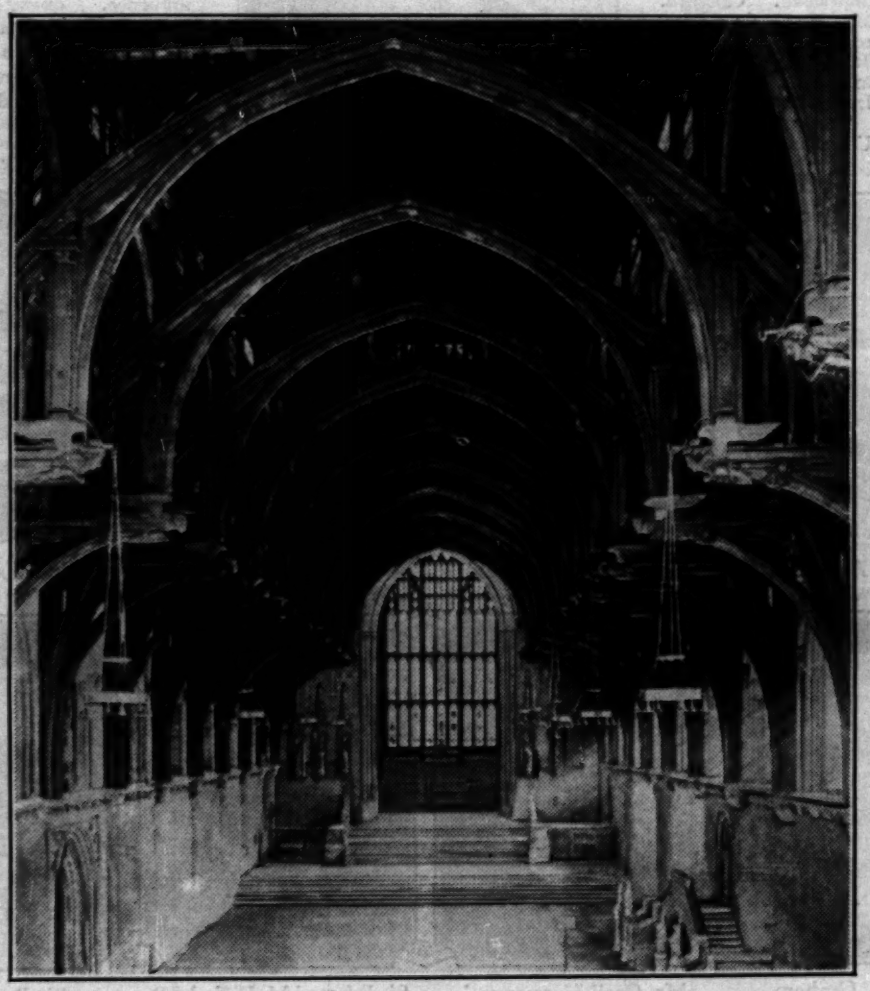

| | PAGE |
|---|---|
| **Leading Article:** | |
| THE EMPIRE PRESS .. .. .. | i |
| **The Imperial Press Conference:** | |
| A RETROSPECT .. .. .. | i |
| THE FOURTH CONFERENCE: PROGRAMME AND AGENDA.. .. | iv |
| BIOGRAPHIES AND PORTRAITS OF VISITING DELEGATES .. | iv to vii |
| **Map of Empire Communications** | viii and ix |
| **Special Articles:** | |
| THE EMPIRE PRESS UNION .. .. | ii |
| EARLY DAYS OF THE EMPIRE PRESS .. | iii |
| NEWS BY CABLE AND WIRELESS .. | x |
| BROADCASTING IN THE EMPIRE .. | xi |
| MAIL SHIPS OF THE EMPIRE: NEWS AT SEA .. .. .. .. | xii |
| AIRWAYS OF THE EMPIRE .. .. | xiii |
| NEWSPAPERS BY POST .. .. | xiii |
| THE BUSINESS OF NEWS-GETTING .. | xiv |
| PHOTOGRAPHY FOR THE PRESS .. | xiv |
| THE DISTRIBUTION OF NEWSPAPERS BY RAILWAY .. .. .. | xv |
| THE NEWSAGENT .. .. .. | xv |
| THE IMPORTANCE OF ADVERTISING: NEWSPAPERS AS MEDIA .. .. | xvi |
| THE PRINCIPLES OF ADVERTISING: THE PROFESSIONAL AGENT .. .. | xvi |


## THE EMPIRE PRESS

The Special Number published with *The Times* to-day has a double aim. To members of the Fourth Imperial Press Conference now assembling in London it offers some account of themselves, of their programme, and of the institution which has brought them together, and it will have served one purpose if it proves acceptable to them as guide and memento. More generally, it attempts within a necessarily modest compass an impression of the inconceivably intricate fabric of communications spun and woven by successive inventors in the service of private and public news, by virtue of which the British Empire has given room to its diversity and enlarged its unity. In the story of the Press of the Empire told in these pages there is the key to much more. The newspaper Press is possibly the most vital working part of the twin-geared driving machinery of the Empire. It is the means on which each country has relied for the nurture of distinctive nationhood. Simultaneously it is the means by which each country is enabled to visualize itself as a unit in an otherwise inapprehensible world-order. The Press is the chief instrument which has vitalized nationality and vitalized the Commonwealth and daily preserves and increases the vitality of both.

The pages which follow are a study of the vast traffic in recorded fact and opinion in which the pulse of the whole polity beats. Their sufficient occasion is the twenty-first birthday of the Imperial Press Conference and of its permanent organ, the Empire Press Union. But if other occasion were looked for it would be amply supplied in the numerous innovations in the production and distribution of newspapers here recorded. Many of them have been achieved or perfected even within the twenty-one years that have passed since a band of public-spirited pioneers gave the Empire Press its common organization. Newspapers have perhaps known more precipitous changes since the beginning of this century than in the whole century before it. The article which sketches the early days of the oversea Press, germinating here and there among the small communities of settlers, discloses the gallant roots from which in the oversea capitals great metropolitan newspapers now rise. Another article traces the parallel work of the special correspondent reaching out continually to fresh standards in the gathering and transmission of news. In another group of contributions different correspondents illustrate the mechanical revolution which has given news its present speed and accuracy by air, land and sea. Aircraft, long-distance cable telephony, wireless telegraphy and—still in its beginnings—wireless telephony are characteristic modern implements of the Press, and none has more reason to be grateful for them than the scattered peoples of a maritime Empire. But the older and well-tried weapons—the telegraph cable, the railway and the steamship—which marked the middle period of the Press, have shown an unexhausted power of adaptation and are being brought perpetually to a new pitch of precision and accomplishment. The camera itself was an old invention before it was fully harnessed to the service of news, and not the least stimulating prospect opened up in these pages is that of events successfully visualized in natural colour in the daily paper.

The gathering of news, epitomized later in a two-page map of Empire communications, exhibits one side of newspaper evolution, its distribution the other. Carriage by air and new forms of carriage by road are distinctive modern elements in transportation. But the newspaper still depends upon the steamship and the railway, first and foremost, to reach the bulk of its readers at home and abroad. Organizing forces of world-wide elaboration are at its disposal in the Post Offices, in the wholesale and retail news agencies, and in the mail distributors through whom they work, all of whose activities are the subject of special articles in this Number. The special postal rates generally granted to newspapers within the Empire are practical proof of the Imperial function of the Press. Two other features of the present newspaper age remain to complete its presentation. Advertising has compelled and made possible the physical transformation of the newspaper. It is equally true that the Press has revolutionized advertising, sharing reputation and responsibility with its advertisers and cooperating with them to give the same professional standard validity through all its columns. Broadcasting also has its rightful place in the dissemination of news and in this survey. The "interests of the News-"paper Press" were the original concern of the Empire Press Union and Conference, which are themselves described in two articles contributed by the energetic General Secretary of the Union. But, since the private interest and public duty of the Press converge, it is inevitably the interests of the Empire that these institutions have come to serve, and it is Imperial business of the first order in the long run which this year's gathering will meet to transact.



WESTMINSTER HALL.—A photograph showing the beautiful roof of Westminster Hall, where the members of the Fourth Imperial Press Conference will be entertained at luncheon by the members of the Empire Parliamentary Association.

# THE IMPERIAL PRESS CONFERENCE

## A RETROSPECT

### LANDMARKS IN HISTORY

**(By H. E. Turner, General Secretary, the Empire Press Union)**

It is no reflection upon the originator of the Imperial Press Conference to say that it is surprising that nothing of the kind existed before 1909. The British Empire has always suffered, as it always will, from its far-flung condition. It has been our national custom to boast somewhat of this geographical arrangement and at the same time to devote anxious care to all methods of lessening its disadvantages. Imperial conferences and commissions, as well as a host of unofficial congresses, have become a normal part of our Imperial apparatus for maintaining contact and enabling cooperation. It is not claiming too much for the Imperial Press Conference to declare that it has pointed the way for the whole movement towards Imperial consolidation by means of personal consultations between appointed representatives from the constituent countries.

The idea of calling together the proprietors and editors of the leading newspapers of the Empire was originally conceived by Sir Harry Brittain in 1907. It was brought by him to fruition, after two years of organizing work, in 1909, when the First Imperial Press Conference was held in Great Britain, and became the model, not only of the succeeding Press Conferences, but of the great number of kindred conventions and organized visits, under many different auspices, that have become a recognized feature of our national life.

#### THE FIRST CONFERENCE

Sir Harry Brittain first discussed the idea of an Imperial Press Conference, during a visit to Canada, with Mr. John W. Dafoe, editor of the *Manitoba Free Press* (a member of the Canadian delegation to the present Conference), who gave it warm support. With the encouragement also of Earl Grey, then Governor-General of Canada, Sir Harry Brittain consulted the newspaper proprietors of Great Britain, receiving cordial endorsement of his plan from the late Lord Burnham (who was appointed the president of the organizing committee), Lord Northcliffe, Sir Arthur Pearson, Mr. Kennedy Jones, Sir Edward Russell, Sir Robert Donald, Sir E. Robbins and Mr. C. D. Leng. From this nucleus the Conference Committee grew to include the responsible chiefs of practically all the leading newspapers of Great Britain, and invitations were issued to some 60 oversea newspapers to nominate representatives to meet their colleagues in the Home Country.

The Conference met during June, 1909, and is memorable for the speeches made by leading statesmen of that time on the subject of Empire defence, in view of the enormous growth of European armaments; and for the opportunity which was afforded the delegates to be present at reviews of the defence forces of Great Britain on land and sea, with whom the soldiers of the Dominions and India fought side by side when the Great War came in 1914.

In organizing these conferences the general principle followed is to hold them at intervals of four or five years in different parts of the Empire. By this means not only are the newspaper chiefs of the Empire enabled to meet personally and discuss their common concerns, but also, in company, to study at first hand the life and conditions of the country visited by means of a programme of travel and inspection specially designed for the purpose. This plan has had excellent results. The two oversea conferences held respectively in Canada, in 1920, and in Australia, in 1925, ensured that the directing chiefs of newspapers published in all the principal centres of the Empire have a personal knowledge of conditions in Canada and Australia, and a special interest in news relating to these Dominions. That the British Press at home and abroad devotes more space than it formerly did to oversea news, and has a stronger sense of Empire unity, is one of the direct and most important results of the Imperial Press Conferences.

#### CANADA AND AUSTRALIA

The Second Imperial Press Conference, held in Canada, in 1920, by invitation of the Canadian Press, headed by Lord Atholstan, then chairman of the Canadian Section of the Empire Press Union, was attended by approximately 100 newspaper proprietors and editors from all parts of the Empire. The conference met in the Parliament Building at Ottawa, under the presidency of Lord Burnham, and was opened by the Governor-General (the Duke of Devonshire) and addressed by the Prime Minister (Mr. Meighen) and the Leader of the Opposition (Mr. Mackenzie King). The proceedings occupied three days, and were followed by a comprehensive tour, embracing all the Provinces of the Dominion, organized by Mr. C. F. Crandall (a delegate to the present conference as president of the British United Press) as honorary secretary for the Canadian Press Committee.

For the Third Imperial Press Conference Australia was selected, upon the invitation of the Australian Press, extended through the late Sir James Fairfax, as chairman of the Australian Section of the Empire Press Union. Lord Burnham was again elected president. The conference was opened in Melbourne by the Governor-General (Lord Forster), and was also addressed by the Governor of Victoria (the Earl of Stradbroke) and the Prime Minister (Mr. S. M. Bruce). Fifty delegates from Great Britain and elsewhere attended the Australian Conference, and traversed the Commonwealth from Rockhampton to Perth, under admirable arrangements organized by Mr. C. T. Harris (general manager of the *Sydney Morning Herald*) as honorary secretary of the Australian Section of the Union.

#### SUBJECTS OF DISCUSSION

The subjects discussed at the conferences already held have been varied, and not confined to the commercial interests of the Press. Among them were such important questions as Empire Press communications, including cables, wireless telegraphy and telephony; air and other mails; Imperial defence; the Press and the development of Empire resources; the independence of Empire news services; censorship, and the relations of the Press with Government; the dissemination of Empire news; the interchange of Empire newspaper staffs; travel scholarships for journalists; and newsprint supplies.

In the countries visited the conference delegates have been able to hear, at first hand, the views of the leading statesmen and citizens of each, and have enjoyed facilities for a close study of local conditions and prospects that would not be available to the ordinary visitor.

The Imperial Press Conferences represent a vigorous cooperative effort to become better acquainted with the special problems that confront each section of the great Commonwealth of Nations which the British Empire represents, while seeking at the same time to improve the service that journalism renders to the British peoples. In the words of Lord Milner, shortly before his retirement from the Colonial Office, "These conferences are likely to be landmarks in history. At the first gathering great Imperial questions were thoroughly discussed and a community of ideas established, to which I attribute in a great degree the marvellous way in which the Empire pulled together when the hour of trial came."

# THE EMPIRE PRESS UNION

## ITS ORIGIN AND PURPOSE

### A RECORD OF EFFECTIVE WORK

**(By H. E. Turner, General Secretary, the Empire Press Union)**

The current comment that the newspaper Press occupies a position of power without responsibility is contradicted by the foundation and the growth of the Empire Press Union. This organization joins in its membership the proprietaries of the leading newspapers and periodicals as well as of the news distributing agencies throughout the whole of the Empire. The first object of the organization, as set forth in its memorandum of association, is "to promote the interests of the newspaper Press," that is to say, the object of every trade protection society. As showing a realization by the Press of its public responsibilities it may be noted that the Union is now regarded less as a trade protection organization than as a combination of British newspaper owners seeking through the medium of their journals to promote better mutual understanding between the separated peoples of the Empire.

#### A LINK OF EMPIRE

The Union's development on these lines has resulted from the spirit in which certain other objects included in its memorandum of association have been interpreted. These objects are (1) to promote the holding of conferences of members in various parts of the Empire, and (2) to facilitate exchange of information and opinions between newspapers within the Empire with a view to improvement of telegraphic communications and news supplies.

During the past half-century many associations have been formed to bring into contact and cooperation people with kindred interests throughout the countries of the Empire. The statesmen have their joint organizations, and so also have the universities and schools. No such organization has more useful functions to perform than the Empire Press Union, the Empire link of the newspaper Press. The influence of its members, multiplied by their myriad daily readers in all the British countries, can do more than any other agency to prevent those countries developing, as it were, in watertight compartments, ignorant and perhaps careless of their mutual interests and of the interests of the Empire as a whole. It is plain that without its Press the Empire would be a far more disjointed organism than it is, and there is no need to labour the case for the Empire Press Union as a cooperative organization knitting the British Press throughout the world.

This year the Union attains its majority. It was founded in 1909 as the principal outcome of the First Imperial Press Conference, held in London during that year. That initial conference was a direct result of the foresight and imagination of Sir Harry Brittain, who, as founder, is now one of the Union's two honorary life members. The other honorary life member is Lord Burnham, to whom, as president in succession to his father in 1916, the steady growth of the organization has in great measure been due. Upon the retirement of Lord Burnham from Fleet-street, Major J. J. Astor, M.P., principal proprietor of *The Times*, was unanimously elected to the presidency, and continues to occupy that office.

#### MEMBERSHIP OF THE UNION

At the present time over 300 separate newspaper proprietaries are members of the Union, distributed as follows:—United Kingdom and Northern Ireland, 32; Canada, 73; Australia, 69; New Zealand, 65; South Africa, 14; India, nine. The other members are distributed throughout the Irish Free State, the British West Indies, Straits Settlements and Federated Malay States, East Africa, Ceylon, Malta, Gibraltar, and the Far East. The three organizations of newspaper and periodical proprietors in Britain are corporate members, and also five news distributing agencies. The governing Council of the Union (which has its London office at 71, Fleet-street) is composed of representatives of newspaper proprietaries in the United Kingdom and the Empire oversea. The London editors, correspondents, and business representatives of the Dominion, Indian, and Colonial newspapers are associate members and advisory members of the Council. In each of the Dominions, in India, and in the British West Indies there is an autonomous section of the Union, with its own chairman and executive. The chairman in Canada is Lieutenant-Colonel J. H. Woods, editor and managing director of the *Calgary Herald*; in Australia, Mr. Theodore Fink, chairman of directors of the *Melbourne Herald* and allied newspapers; in New Zealand, Mr. Henry Horton, part proprietor of the *New Zealand Herald*, Auckland; in South Africa, Mr. T. W. Mackenzie, editor-in-chief of the *Friend* newspapers, Bloemfontein; and in India, Mr. A. H. Watson, editor of the *Statesman*, Calcutta. Mr. H. G. de Lisser, editor of the *Gleaner*, Jamaica, is chairman in the British West Indies.

The work of the Union has been mainly in three directions: (1) organization of Imperial Press Conferences, and implementing their decisions; (2) improvement of Imperial communications for Press purposes; and (3) securing due recognition and journalistic facilities for the London representatives of the oversea Press. Concerning the first, and perhaps most important, of the Union's functions, it should be explained that the present is the fourth of the Union's series of Press Conferences. The first, as already mentioned, was held in Britain in 1909. At that conference the chief theme was Imperial Defence, Lord Rosebery giving to the assembled Press of the Empire his famous prophetic warning of the approaching breakdown of civilization in Europe, a warning endorsed by other speakers to the conference, among them Sir Edward Grey and Mr. A. J. Balfour (as they then were), Lord Morley, Lord Roberts, and Mr. Winston Churchill. That grave warning, uttered to the leaders of the oversea Press and carried back by them to their editorial chairs in the Dominions, contributed a great deal to the Empire's united front five years later. To quote the words of a Dominions Office Blue-book: "It is doubtful whether any gathering within the Empire, official or unofficial, has ever been more conducive to good understanding and to sound practical results."

Major The Hon. J. J. Astor, M.P., *President and Chairman of the Empire Press Union.*

The Second Imperial Press Conference was delayed by the War. It was held in 1920, by invitation of the Press of Canada. It was followed by the Third Imperial Press Conference, held in Melbourne, by invitation of the Press of Australia, in 1925, the visiting delegation spending a fortnight in New Zealand *en route*, as guests of the New Zealand Press. Unquestionably the effect of these conferences and tours, in acquainting the leaders of the Empire's Press with one another and with their respective countries, has been profound and enduring. News and information relating to the progress of the Empire's scattered communities has been more freely published, more knowledgably handled in the newspaper offices, and better understood by newspaper readers. This influence, operating daily throughout the British Commonwealth, wherever newspapers circulate, is due to the voluntary association of the newspapers of the Empire in the Empire Press Union.

This year's Imperial Press Conference in Britain will be followed by a fifth in 1934 or 1935, for which arrangements are already in view. The Press of South Africa—a country not hitherto visited by the conference—has already issued an invitation to the Union to hold the next assembly there. This invitation, which is extended through the South African Section of the Union and supported by newspapers of all political denominations, will be presented to the present conference.

#### DISTRIBUTION OF NEWS

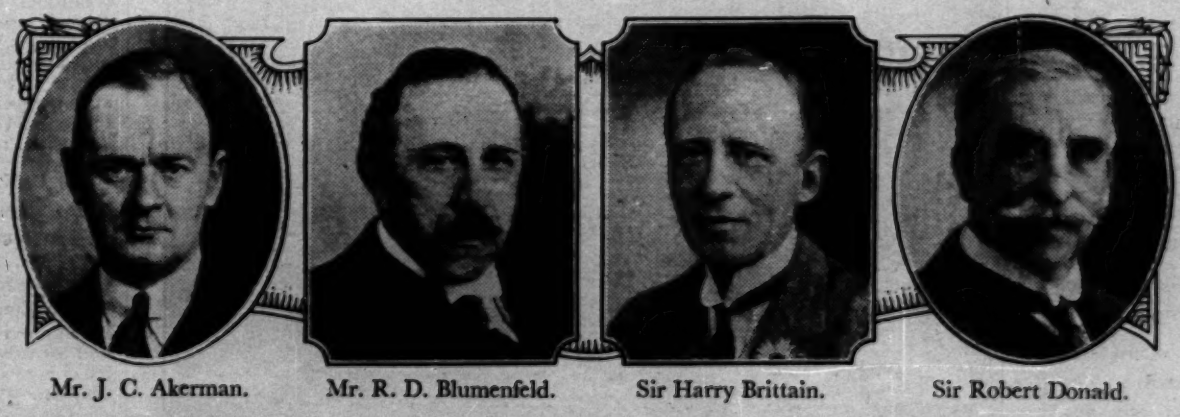
The record of the Union's work in facilitating news distribution within the Empire shows considerable achievement, following constant watch and steady pressure upon the news-carrying authorities to ensure the fullest benefit to the Press of successive inventions in wireless and cable telegraphy. For example, in 1909, before the Union's formation, it cost 1s. a word to cable news to Australia. As a result of the urgent representations made by the first Imperial Press Conference this rate was immediately reduced to 9d. a word. The claim of the Press to the lowest possible transmission charges, in the interests of public service, has been constantly pressed by the Union since that time, and to-day most of the news passing between Britain and Australia costs 4d. a word for transmission, while proportionate reductions have been made in the rates to and from the other countries of the Empire. In view of the many millions of words that pass oversea annually, the importance of these economies in enabling closer contact and understanding throughout the Empire is apparent.

The Empire Press Union has done effective work in securing due recognition of the British oversea Press as an essential part of the machinery of the Empire. Before the Union was established the newspapers of the Dominions and Colonies received scant consideration in official quarters. Few oversea papers had editorial representatives in London, and even these experienced great difficulty in securing the journalistic facilities they needed. A Dominion journalist in London suffered serious disadvantages as compared with his colleagues of the home Press. His professional card conveyed little to the official mind when an interview or information was sought, for the existence of responsible newspapers oversea was hardly realized. No British oversea newspaper had any facilities whatever for reporting proceedings at Westminster, otherwise than through the general news agencies. At public meetings and functions of all kinds, no matter how important to the Dominions, the London correspondent was received as a person demanding entry on insufficient grounds.

#### THE OVERSEA PRESS

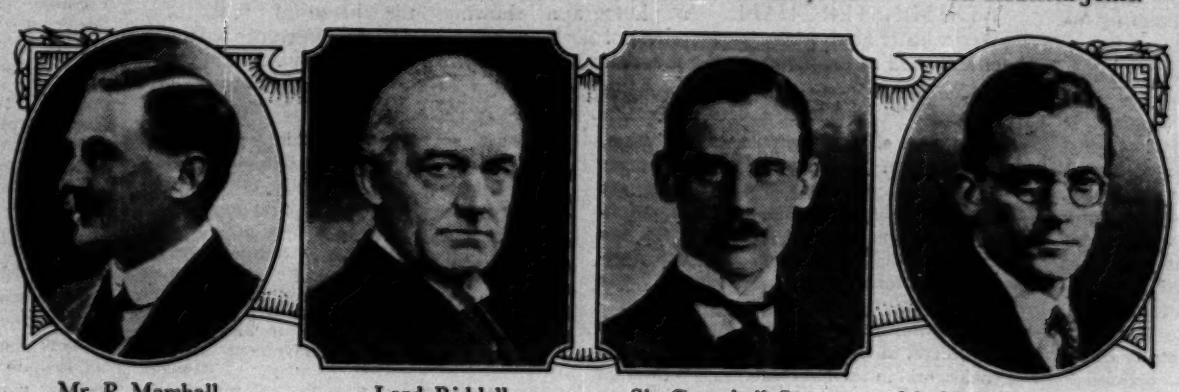
In those days the troubles of a Dominion correspondent in London were due not so much to denial of his rights as an accredited journalist as to the prevailing ignorance of the status of his newspaper. The whole difficulty has now been removed by the institution of the Empire Press Union as a body able to vouch authoritatively for the *bona fides* of its members and of its London representatives. In all the principal Government offices a list of the Union's oversea members is filed, with details of the accredited London editors and correspondents. Meetings of the latter are frequently arranged with the object of explaining Government policy to the Dominions Press and for similar purposes, and such meetings are arranged through the medium of the Empire Press Union as convener. The oversea Press is now admitted to the Reporters' Gallery of the House of Commons, by tickets issued to the Union, and enjoys all the other privileges at Westminster that were formerly the prerogative of the home Press alone. The Union has indeed been notably successful in securing due recognition of the claims and the responsibilities of the British Oversea Press as an Imperial public service. During the War, so clearly foreshadowed at the first Imperial Press Conference, the Union was of service to the Government by organizing visits by representative Dominion journalists to the battle-fronts, and by other means, in lifting the fog of war for British newspaper readers oversea, and clarifying the issues that hung in the balance.

The future work of the Union will follow, as in the past, the general principle that it is an essential function of the British Press, as a cooperating public service, to maintain contact between the peoples of the Empire, to familiarize each with the other's problems and aims, and to remedy the disintegrating and estranging effects of geographical separation. The general awakening that is noticeable at the present time of a public sense of the Empire's interdependence and of its need for some kind of economic unity of form and aims is but one of the more outstanding services of the Empire's Press. In such work the Empire Press Union will continue to play a constructive part, in facilitating exchange of thought, and perfecting so far as it can the vehicle of its daily expression.



Mr. J. C. Akerman. Mr. R. D. Blumenfeld. Sir Harry Brittain. Sir Robert Donald.

Mr. N. B. Graham. Mr. Cecil Harmsworth. Sir Edward M. Iliffe, M.P. Sir Roderick Jones.



Mr. P. Marshall. Lord Riddell. Sir Campbell Stuart. Mr. H. E. Turner (*Secretary*).

*Members of the Organizing Committee of the Fourth Imperial Press Conference.*

# EARLY DAYS OF THE EMPIRE PRESS

## JOURNALISM OVERSEA

### PIONEERS AND THEIR NEWSPAPERS

(By Hugh Gunn)

If England is claimed as the mother of free Parliaments, she is no less the mother of a free Press. The growth of the British Empire has been closely followed by the growth of the Press. The West Indies were early in the field, the Barbados *Gazette* being founded in 1733, and the Jamaica *Gazette* and the Kingston *Journal* being in existence before 1779 and 1788 respectively. Printing and the Press first appeared in the New England States in 1639, and by 1740 there were no fewer than eleven small-sized journals.

#### CANADA AND NEWFOUNDLAND

The earliest newspaper in Canada—the *Halifax Gazette*—was published in Halifax, Nova Scotia, in the first week of January, 1752. The first printing press had been removed from Boston to Halifax in 1751 by Bartholomew Green, jr., but he died within six months of his arrival and his work was carried on by his Boston partner, John Bushell. In 1758 Bushell was succeeded by Anthony Henry, who got his money through marriage with a well-to-do negress. Robert Fletcher took charge in 1766 and is said to have raised the dignity of printing. For 78 years the *Halifax Gazette* was issued in English and French, and for 38 years more in English alone. Two men, Brown and Gilmour, printers, came to Canada from Philadelphia in 1763 and settled in Quebec. There they published in French and English the *Gazette de Québec* on June 21, 1764, with a subscription list of 150 persons. It was printed on four folio pages, 18in. by 12in., each containing two columns of small type.

But Nova Scotia was the birthplace of Canadian journalism and literature. The Press to begin with was by no means free, and had to grow with the conditions of the time. From 1769 we find regular mention of the Nova Scotia *Gazette and Weekly Chronicle*. In 1785 appeared in St. John the *Royal Gazette and New Brunswick Advertiser*, founded by the American Loyalists. On April 18, 1793, published by Louis Roy, appeared the *Upper Canada Gazette or the American Oracle* at the price of three dollars a year. It was the first paper to appear in Upper Canada under Parliamentary Government, and in 1794 one Tiffany became the proprietor. The second paper in Upper Canada was the *Upper Canada Guardian* or *Freeman's Journal*, founded in 1807 by Joseph Willcox, who suffered imprisonment for his liberal opinions. He deserted to the American side in 1812 and was killed. The third paper in the province and the first in Kingston was the *Gazette*, founded in 1810 by Stephen Miles. The *Daily Advertiser* of Montreal, founded in 1833, was apparently the first daily in British North America, and the *British Whig* of Kingston the first daily in Upper Canada. The other papers were weekly or tri-weekly publications. The senior paper in the Lower Provinces is the *Acadian Recorder*, which appeared in 1813. In Prince Edward Island appeared the *Register* in 1823, printed and edited by J. D. Haszard. He was summoned before one of the Courts for libelling it, and the Chancellor, who appeared also to be the Governor of the Island, had compassion for his youth and cautioned him with the remarks, "I caution you, when you publish anything again, keep clear, Sir, of a Chancellor, beware, Sir, of a Chancellor."

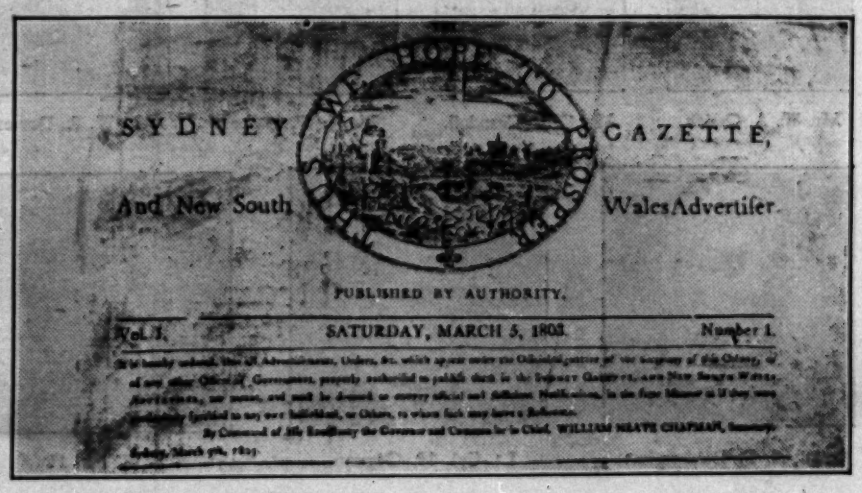
#### THE OLDEST CANADIAN PAPERS

Of existing papers, the oldest are the Quebec *Chronicle*, now the *Chronicle Telegraph*, established in 1764, and the Montreal *Gazette*, established in 1778 by Fleury Mesplet. The Toronto *Globe* was founded in 1844 by George Brown. Wherever settlers went to the prairies, to the West, or towards the Arctic Circle, the Press accompanied or quickly followed them, and Canada has become well supplied with newspapers. Martyrs there were as elsewhere, but as often as not they were themselves largely to blame. Thomas Cary, of the Quebec *Mercury*, founded in 1805, had to go into hiding, and Pierre Bedard, of the *Canadien*, suffered imprisonment. So did Mesplet and Parent. John Neilson, of the Quebec *Gazette*, helped independence of thought. So did Joseph Howe, with Haliburton's *Sam Slick*, in Nova Scotia. William Lyon Mackenzie was a fearless journalist who began his stormy career in 1824. Hugh Scobie founded the *Colonist* in 1838 at Toronto and played an important part. Sir Wilfrid Laurier and Mr. Mackenzie King were both connected with the Press. Lord Burnham says that "the Canadian Press is undoubtedly an Anglo-American medley which expresses the curious amalgam of a joint civilization." It is, indeed, a good interpreter of its neighbour across the border.

Newfoundland, our oldest Colony, if not actually in the forefront of journalistic adventure, is noted for the fact that St. John's, its capital, with fewer than 40,000 inhabitants, has two evening papers and one morning daily.

#### AUSTRALIA AND NEW ZEALAND

Governor King claims the credit of founding the first Australian newspaper, and states his reasons in a dispatch of May 9, 1803, to Lord Bathurst, in which he asks for "a new fount of letters which may be procured for eight or ten pounds." In 1787 the first fleet that sailed for Australian shores carried a printing press with all the appliances for a printing office, but there was no one who could use it. It was not until nearly ten years later, in the time of Captain Hunter and after the foundation of Sydney, that a printer convict was discovered and set to work on the printing press. This discovery was of great value, but even Captain Hunter did not dream of a newspaper. That remained for Governor King. It was called the *Sydney Gazette and New South Wales Advertiser*, and the first issue bore the date of March 5, 1803. It was badly printed on four pages of foolscap paper, and faithfully represented the primitive conditions of the Colony. It was stated that it was published by authority by George Howe. He was a Creole, born in 1770 at St. Kitts, in the West Indies. He worked as a printer on *The Times* in London, went to Australia in 1800, and died in Sydney in 1821. He had great initial difficulties, but after a time he was rewarded with a Government salary of £60. Lieutenant-Governor Foveaux, in a public order dated December 24, 1809, aided the poor printer to get in his accounts. Only a ship or two per annum then connected England with Australia, and there was difficulty in getting ink, paper, type and other necessaries, but the printer carried on with the best means available.



EARLY DOMINION PAPERS.—The *Sydney Gazette and New South Wales Advertiser* was founded in 1803. Above is a reproduction of the title of the first issue. The *Montreal Gazette* was first published in 1778. The top illustration is the title page of Johan Christian Ritter's Almanac for 1796.

#### LIBERTY OF THE PRESS

Howe relates how his printing office, then an appendage to Government House, was visited by the soldiers in search of Governor Bligh, and how Lieutenant Laycock in descending from the loft "nearly dislocated the principal joints in his body," but found no Governor. When Howe died in 1821 he was succeeded by his son Robert, who was drowned a few years later. The Rev. Ralph Mansfield was the next editor. Then came the Rev. H. Carmichael, who gave offence to the authorities by commenting on official salaries. He was dismissed, but brought an action and recovered £150 damages. The next editor was O'Shaughnessey, who was a convict assigned to Howe. Then Watt, another convict. Next Cavanagh, who had a squabble with W. C. Wentworth, from whom he obtained £225 as damages in an action. Wentworth was personally very sensitive, though rough-tongued himself.

In 1823 the Colonial Secretary, Major Goulburn, informed Howe that the *Gazette* might be opened to the public for political discussion, and in the following year—on October 15, 1824—the censorship of the paper was abolished and the "Liberty of the Press" was formally announced. This was due to the Liberal policy of the Governor, Sir Thomas Brisbane.

In 1821 the *Australian Magazine* was started with the approval of Governor Macquarrie, and in 1824 appeared the second Australian newspaper, the *Australian*. It was a weekly and appeared for the first time on Thursday, October 14, price 1s. It was founded by W. C. Wentworth, one of the greatest of native-born Australians. He brought with him from London a Dr. Wardell, the editor and proprietor of a London evening newspaper, and also materials for starting a newspaper in Sydney. Wentworth, though occasionally writing articles, after a time left everything in Wardell's hands, and became the leader of the Opposition and the protagonist of the settlers against the Government. Wentworth criticized the *Gazette* as a Government convenience organ and forbidden to take part in political discussions. The result was a conflict between the Press and the Administration. On May 19, 1826, a new weekly, the *Monitor*, was published at 1s. by Edward Smith Hall, and it took an active part against the Government. Criminal proceedings in 1828 and 1829 were instituted against the Opposition papers—Hall appearing seven times in the dock, being fined several times and enduring terms of imprisonment amounting to three years and a half. Wardell was also imprisoned at the same time as Hall, and at length sold the *Australian* and retired. He was shot by bushrangers. He was succeeded by a man named Hayes, who was fined £100 for seditious libel in 1829, was sent to prison for six months, and had to find sureties for good behaviour for three years. The language of the Press was violent, but Governor Darling was supersensitive to criticism.

#### ANTHONY TROLLOPE'S TRIBUTE

On April 18, 1831, appeared the first number of the *Sydney Herald*. It became a daily in 1841, and for 12 years it was the only daily in the country. In 1842 it was enlarged in size and became the *Sydney Morning Herald*, which has grown in strength ever since. Its great rival, the Melbourne *Argus*, was not founded till half a decade later, and the Melbourne *Age* dates from October 17, 1854. There was severe commercial depression in 1842, and the *Herald* in a leading article on January 2, 1843, points out that the past year was fatal to four of its contemporaries—the *Free Press* and *Examiner*, the *Monitor*, and the *Sydney Gazette*. The Rev. Ralph Mansfield was its first editor, followed by the Rev. John West, author of a history of Tasmania. Many other journals now began to appear as the country progressed; in 1835 the *Colonist* by the Rev. Dr. Lang; the *Derwent Star* in Hobart Town in 1810, and the *Van Diemen's Land Gazette and General Advertiser* in 1831, and in 1816 the *Hobart Town Gazette*, printed by Andrew Bent. Bent fell foul of the authorities, and in 1836 even petitioned the British Parliament about his wrongs. New South Wales was the parent colony of Australia, and did most of the pioneer work in journalism. Adelaide had its *Register* in 1837, Perth its *Enquirer* in 1840, and Brisbane its *Courier* in 1844. In 1844 appeared the *Atlas*, a brilliant journal to which "Bobby" Lowe contributed, and in 1850 Henry Parkes's *Empire*—but space does not permit of dealing with each State. Suffice it to say that Anthony Trollope in 1876 said that Sydney and Melbourne produced the best daily papers he had seen out of Europe.

New Zealand did not get responsible government until 1852, but the first newspaper printed was the *N.Z. Gazette*, in 1840, by Samuel Revans. Then came the *Bay of Islands Observer* in 1842 and the *Bay of Islands Advocate* in 1843.

#### SOUTH AFRICA

To Johan Christian Ritter belongs the honour of being South Africa's first printer. He printed the Almanac for 1796, and as he was the Government bookbinder he probably borrowed the type used for the six-dollar paper currency which was authorized in 1782. There is no record of a press in South Africa prior to April, 1800, when one Harry H. Smith asked permission of the Governor, Sir George Yonge, to land a press and type and be given the appointment of Government printer. We do not know whether his application was successful, but it seems probable that with this material was issued on August 1, 1800, an advertisement circular in English and Dutch announcing the publication on August 16, 1800, of the first number of the *Kaapsche Stads Courant*, or Government Gazette. On June 1, 1800, Lady Anne Barnard, wife of the Colonial Secretary and author of "Auld Robin Gray," wrote to Henry Dundas: "This page is like a newspaper. That reminds me, the Governor is resolved to have one here. If it answers as the printing of an Almanac did in the Dutch time it will be droll. The printer made a fortune of 2s. by it. Each of the four districts took one at 6d.; all the inhabitants read or copied that one."

#### THE STRUGGLE FOR FREEDOM

The first South African book printed was the Hottentot catechism by Dr. Van der Kemp, at Bethelsdorp, about 1805. In 1806 a press sent out by one of the missionary societies was lost at sea, but the Rev. Dr. John Philip had possession of a wooden press when he arrived at the Cape in 1819. It was this press that George Greig used before the arrival of his own. The missions introduced presses from time to time, and Gordon Cumming, the great hunter, tells how he saw Moffat's at work in Kuruman. We now arrive at the period when the first South African newspaper was printed and the battle for the freedom of the Press began. The story is too long to tell in detail, but is fully recorded by the Hon. L. H. Meurant and by Thomas Pringle the poet and one of the 1820 settlers. Pringle wrote to his friend John Fairbairn in Scotland and asked him to join him in Cape Town. At the same time George Greig, who had been in the King's Printing Office in London, arrived in the Colony, and the stage was being set for the impending struggle. It was long and complicated. Pringle, the Rev. Abraham Faure (who wished to establish a Dutch paper), Greig, and Fairbairn were the protagonists for the Press against Lord Henry Somerset, the despotic Governor. Lord Somerset was determined and used all the forces at his command, but he was fighting the wrong cause. Greig and Pringle were also determined, but the former lost his paper and the latter his post. Greig went to England, and Somerset was recalled and never returned.

In April, 1830, the Press was declared free from Government control; but some stringent conditions were attached, sureties being required, and registration of papers and liability for libels. It was a notable struggle and had much influence on the Press.

When Greig left for England, Wm. Biderkirk, a printer, started the *South African Chronicle*, which had a brief career; also other papers appeared such as the *Zuid-Afrikaan*, the *Colonist*, by Mr. W. Beddy, and the *Vezamelaar*, by J. Suasso de Lima. On Friday, December 30, 1831, the *Graham's Town Journal*, the first paper printed out of Cape Town, made its appearance in Graham's Town, its promoter being L. H. Meurant. R. Godlonton became a contributor to it, then a partner, and sole owner in 1839. On April 2, 1845, the *Eastern Province Herald* was established at Port Elizabeth, by John Ross Philip, and other publications followed with the expansion and development of the country. Natal, the Free State, and the Transvaal each has its Press. The natives have several papers of their own. There have been actions for libel, imprisonment for seditious writings, and the usual troubles, but, notwithstanding racial and native disputes and wars, the Press of South Africa can compare favourably with that of any part of the Empire.

#### INDIA

India, like the Dominions, would require a volume to itself for its Press. It is in a unique position with such a variety of languages, races, religions and customs, and stages of civilization. The missionaries were pioneers of the Press in India, Ward, Carey, and Marshman being conspicuous. The first newspaper was the *Bengal Gazette*—now the *Calcutta Gazette*, generally known as *Hickey's Gazette* or *Journal*, from the man who founded it in January, 1780. The first newspaper in any Indian language was the *Samachar-Darpan*, or *Mirror of News*, in Bengali, published on May 23, 1818. James Silk Buckingham was a pioneer and a landmark of the Press, and, of course, had his troubles, for the ruling authorities were not favourable to newspapers. Various papers like *The Times of India*, *The Friend of India*, the Calcutta *Statesman*, the *Pioneer*, and the *Civil and Military Gazette* rose into prominence; the Indian Mutiny brought about changes, and then we come to the Press Act of 1910, and the situation of to-day.

# THE IMPERIAL PRESS CONFERENCE

## PROGRAMME OF ENGAGEMENTS

The following is the programme of engagements and entertainments arranged for the delegates to the fourth Imperial Press Conference, in London, from June 1 to June 30.

**Sunday, June 1.**—Arrival of delegates at Grosvenor House, Park-lane, W.1; Reception by Major the Hon. J. J. Astor, M.P., and Lady Violet Astor, at 18, Carlton House-terrace, S.W.1, 10 p.m.

**Monday, June 2.**—Preliminary Conference Session (Ballroom, Grosvenor House), 10 a.m. to 1 p.m.; Reception by the Lord Mayor of London at Guildhall, 7 p.m.; followed by Banquet by the Press of the United Kingdom at Guildhall, Major J. J. Astor, M.P., presiding.

**Tuesday, June 3.**—Conference Session (Grosvenor House), 10 a.m. to 12.30 p.m.; Trooping of the Colour (Horse Guards Parade), 10.30 a.m.; Luncheon by Empire Parliamentary Association, Westminster Hall. The Speaker of the House of Commons will preside, supported by the Prime Minister, the Lord Chancellor, and the Chancellor of the Exchequer, 1.30 p.m.; Reception at Bridgewater House by the Earl and Countess of Ellesmere. H.R.H. the Prince of Wales will be present, 10 p.m.

**Wednesday, June 4.**—Visit to Epsom Downs for The Derby.

**Thursday, June 5.**—Conference Session (Grosvenor House), 10 a.m. to 12.30 p.m.; Visit to Greenwich; Unveiling of Statue to General Wolfe by the Marquis de Montcalm in Greenwich Park, 2.45 p.m.; Reception by the Mayor and Corporation, 4 p.m.; Dinner by Canada Club (Savoy Hotel), Sir Campbell Stuart, K.B.E., in the chair, 7.30 p.m.

**Friday, June 6.**—Conference Session (Grosvenor House), 10 a.m. to 1 p.m.; Reception at Ladies' Carlton Club, 5, Grosvenor-place, S.W.1, by Lady Brittain, D.B.E. (to meet members of the Diplomatic Corps), 4 p.m.; Dinner by Royal Empire Society at May Fair Hotel, 8 p.m.

**Saturday, June 7.**—Conference Session (Grosvenor House), 10 a.m. to 1 p.m. *Silver Wings*, at the Dominion Theatre, 8.15.

**Sunday, June 8.**—Luncheon and Afternoon Reception at Hever Castle by Major the Hon. J. J. Astor, M.P., and Lady Violet Astor, 12.30 p.m.

**Monday, June 9 (Whit Monday).**—Golf at Walton Heath and Ranelagh, Polo at Hurlingham, Flying at Hanworth, Motor-racing at Brooklands.

**Tuesday, June 10.**—Conference Session (Grosvenor House), 10 a.m. to 12.30 p.m.; Luncheon by the Lord Mayor of London, at the Mansion House, 1.30 p.m.; Special train leaves Euston Station for Liverpool, 6 p.m.

### PROVINCIAL TOUR

**Wednesday, June 11.**—Luncheon by the Earl of Derby, Chancellor of Liverpool University, in the Adelphi Hotel, Liverpool, 1 p.m.; Garden Party by the Lord Mayor of Liverpool, 3.15 p.m.; Visit to Cathedral; Organ Recital by Dr. H. Goss Custard, 5 p.m.; Civic Banquet by the Lord Mayor and Corporation of Liverpool, in the Town Hall, 8 p.m.

**Thursday, June 12.**—Reception at Midland Hotel, Bradford, by the Lord Mayor of Bradford, and Luncheon by Sir James Hill, chairman of the *Yorkshire Observer*, and *Bradford Telegraph and Argus*, 1 p.m.; Visit to Messrs. John Priestman and Company's Textile Mill, 3 p.m.; Tea at the *Yorkshire Observer* office, 4.30 p.m.; Dinner and Dance in Hotel Majestic, Harrogate, 7.30 p.m.

**Friday, June 13.**—Visit to Yorkshire Main Colliery (Doncaster), 11.15 a.m.; Reception by the Countess of Warwick at Warwick Castle, 4.30 p.m.; Dinner and Cabaret Dance, Grand Hotel, Birmingham, by invitation of Sir Charles Hyde, proprietor of the *Birmingham Post*, 8 p.m.

**Saturday, June 14.**—Visit to Shakespeare's birthplace, Stratford-on-Avon; leave Stratford (G.W.) by special train for London, 12.45 p.m.

**Sunday, June 15.**—Receptions in private houses.

**Monday, June 16.**—Demonstration of Modern Arms at Aldershot, 11 a.m.; Luncheon by the Army Council, 1.30 p.m.; Dinner by the United Kingdom Press at the Royal Academy of Arts, Piccadilly, W.1; Chairman, Sir William Llewellyn, P.R.A., 7 p.m.; Reception by the President at Burlington House, 10.30 p.m.

**Tuesday, June 17.**—Visit to Ascot, 12.30 p.m.; Arrive Aldershot, for Dinner, 7.15 p.m., followed by Aldershot Command Searchlight Tattoo.

**Wednesday, June 18.**—Visit to Alfred Herbert, Limited, and Humber and Hillman motor factories, Coventry; Civic Reception and Afternoon Tea by the Mayor of Coventry, 5 p.m.; Dinner in St. Mary's Hall, by Sir Edward M. Iliffe, C.B.E., 7.30 p.m.; leave by special train for Balloch Pier (Loch Lomond).

### SCOTTISH TOUR

**Thursday, June 19.**—Arrive Inversnaid, coaches to Stronachlacher (Loch Katrine), 11.10 a.m.; arrive Trossachs Pier 1.5 p.m.; leave for Edinburgh, *via* Callandar and Dunblane, 3 p.m.

**Friday, June 20.**—Visits to Edinburgh Castle and St. Giles' Cathedral, 10 a.m.; Luncheon at the North British Station Hotel, by the Lord Provost and Corporation of Edinburgh, 1 p.m.; Visits to Holyrood, Arthur's Seat, &c., 3 p.m. Dinner-dance by the Scottish Daily Newspaper Society, 8 p.m.

**Saturday, June 21.**—Conference Session (at Edinburgh University), 10 a.m. to 12.45 p.m.; arrive Gleneagles, 2.54 p.m.

**Sunday, June 22.**—All Day at Gleneagles (Golf, Tennis, Swimming, Riding, &c.); Special trains leave for London, 10.15 p.m. and 10.30 p.m.

**Monday, June 23.**—Luncheon by the Rhodes Trustees, in Rhodes House, Oxford, 1 p.m.; Reception at New College, by invitation of the Warden (Right Hon. H. A. L. Fisher), 4.30 p.m.

**Tuesday, June 24.**—Reception by Their Majesties the King and Queen at Buckingham Palace. Reception by the Vice-Provost (Mr. C. H. K. Marten) and the Headmaster (Dr. C. A. Alington) at Eton College, 3.30 p.m.; Dinner by the United Kingdom Press at the Zoological Gardens (Lady Violet Astor presiding; H.R.H. the Duke of York will be present), 8 p.m.; Dance (in the Zoological Gardens), by invitation of Lady Violet Astor, 10.30 p.m.

**Wednesday, June 25.**—Conference Session (Grosvenor House), 10 a.m. to 1 p.m. Dinner by Lord Beaverbrook, Queen's Hall, Regent-street.

**Thursday, June 26.**—Arrive Portsmouth Harbour Station, 11.31 a.m., for Naval Demonstration, by invitation of the Admiralty and the Commander-in-Chief, Portsmouth; Luncheon by the Lord Mayor of Portsmouth, 1.15 p.m.

**Friday, June 27.**—Conference Session (Grosvenor House), 10 a.m. to 1 p.m.; Reception by H.M. Government at Hampton Court Palace, 3.30 p.m.; Dinner (delegates) by the Empire Marketing Board, in Grosvenor House, 8 p.m.

**Saturday, June 28.**—Royal Air Force Display at Hendon Aerodrome, 3 p.m.; Banquet by the United Kingdom Press in the Hall of the Merchant Taylors' Company, Sir Henry C. Gooch presiding, 8.15 p.m.

**Sunday, June 29.**—Service in Westminster Abbey, 10.15 a.m.

**Monday, June 30.**—Concluding Conference Session (Grosvenor House), 10 a.m. to 1 p.m.; Farewell Dinner and Dance in Grosvenor House, Lord Riddell presiding, 7.30 p.m.

## THE AGENDA

**Monday, June 2.**—Election of President; Appointment of Committees.

**Tuesday, June 3.**—Opening of Session; Addresses by the Prime Minister and the Secretary of State for India.

**Thursday, June 5.**—Addresses by the Postmaster-General and Sir Basil Blackett, and discussion on "Empire Communications for Press Purposes."

**Friday, June 6.**—Address by Mr. Lloyd George, M.P., and discussion on "The Empire after the War."

**Saturday, June 7.**—Address on "Newspaper Production," and discussion on "General Printing," "Newspaper Printing," and "Photogravure and Kindred Processes."

**Tuesday, June 10.**—Address by Lord Riddell, and discussion on "Advertising."

**Saturday, June 21.**—At Edinburgh University. Resumed discussion on "Empire Communications for Press Purposes."

**Wednesday, June 25.**—Address by Mr. Stanley Baldwin, M.P., and discussion on "England after the War."

**Friday, June 27.**—Address by the President of the Board of Trade, and discussion on "Empire Trade."

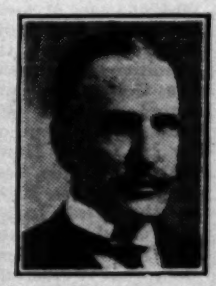
**Monday, June 30.**—Concluding Session. The following subjects will be submitted for discussion:—"Reduction in prevailing rates of cable, wireless, and other means of inter-communications, and improved facilities in connexion therewith." "News broadcasting in relation to newspapers." "Publication of Dominion news in the Press of Great Britain." "Restriction by legislation of publication of political matter and of reports of judicial proceedings." By the Canadian Delegation—(a) "Provision of News Services to outlying portions of the Empire"; (b) "Interchange by mail of News-Letters among the various parts of the Empire." By the New Zealand Delegation—(a) "Undesirable Tendency to hold judicial courts *in camera*"; (b) "Limitation of sensational details in crime reports (including suicides)." By the Periodical, Trade Press and Weekly Newspaper Proprietors' Association—(a) "Import duties on British publications entering the Dominions"; (b) "Tariff on printed advertising matter entering the Dominions." By the Institute of Journalists, "Improper 'lifting' of editorial matter."

## CANADA AND NEWFOUNDLAND

Col. J. H. Woods.

Mr. W. A. Buchanan.

Mr. H. B. Burgoyne.



Hon. Frank Carrel.

Mr. W. A. Craick.

Mr. C. F. Crandall.

Mr. J. W. Dafoe.

Mr. W. R. Davies.

Mr. H. P. Duchemin.

Lt.-Col. H. Gagnon.

Miss K. M. Haig.

Mr. H. T. Hunter.

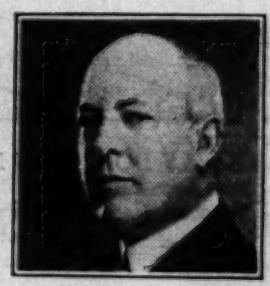
Mr. C. A. C. Jennings.

Mr. F. I. Ker.

Mr. J. F. B. Livesay.

Mr. O. Mayrand.

Mr. J. D. McKenna.



Mr. B. C. Nicholas.

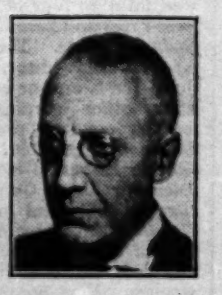
Mr. M. E. Nichols.

Mr. C. W. Peterson.

Mr. H. Savage.

Mr. E. R. Sayles.

Mr. V. Sifton.



Mr. E. N. Smith.

Mr. W. H. Herder
(*Newfoundland*).

Mr. J. C. Puddester
(*Newfoundland*).

# WHO'S WHO AT THE CONFERENCE

## DELEGATES FROM OVERSEA

### BIOGRAPHICAL NOTES

The following is a complete list of delegates from the Dominions, India, and the Colonies to the Imperial Press Conference in London, together with some biographical notes:—

### CANADA AND NEWFOUNDLAND

Lieutenant-Colonel JAMES HOSSACK WOODS (Chairman of the Canadian Delegation) is editor and managing director of the *Calgary Daily Herald*, director of the Southam Publishing Company, Limited, comprising the *Calgary Herald*, *Edmonton Journal*, *Vancouver Province*, *Winnipeg Tribune*, *Ottawa Citizen*, and *Hamilton Spectator*. He was born in the City of Quebec, and was educated there and at Morrin College (McGill University) and Manitoba University. He began his journalistic career on the *Toronto Mail* in 1893, later becoming city editor of the *Toronto Mail and Empire*, news editor of the *Montreal Herald*, business manager of the *Toronto News* and, in 1907, editor and managing director of the *Calgary Daily Herald*. He has held many positions in the Press organizations of the Dominions: was chairman of the Canadian Press delegation to Great Britain and Europe during the War; president of the Canadian Press Association, 1917-18; also president of Canadian Press, 1925-29; elected president of the Canadian Chamber of Commerce, September, 1929; decorated Chevalier of the Order of Leopold II. for services rendered to Belgium during the War.

Senator the Hon. WILLIAM ASBURY BUCHANAN, editor and publisher, *Lethbridge Herald*. Director, Canadian Press, Limited. Born, Fraserville, Ontario, 1876, son of the Rev. William and Mary (Pendrie) Buchanan. Educated Trenton, Brighton, and Norwood. On editorial staff, *Peterboro Review*, 1893-1898; city editor, *Telegram*, Toronto, 1898-1903; managing-director, *Journal*, St. Thomas, 1903-1905; went to Alberta, 1905; established *Lethbridge Herald* as weekly, 1905, as daily, 1907; organized first Alberta Legislative Library, Edmonton, 1907; elected to Alberta Legislative Assembly for Lethbridge, 1909; appointed a member, Provincial Cabinet, without portfolio, December, 1909; resigned from Ministry, owing to difference with Government on railway policy, March, 1910; resigned from Legislature, August, 1911; elected to House of Commons for Medicine Hat, 1911; re-elected at General Election, 1917; Member, Special Committee Old Age Pensions, 1912; Member, Special Redistribution Committee, 1913; Member, Special Committee on Titles, 1919; did not seek re-election in 1921; appointed to the Senate of Canada, 1925; ex-president, Alberta and Eastern British Columbia Press Association; former president, Canadian Club; late Quartermaster, 25th Regiment, St. Thomas. Member of party of Canadian journalists who visited battle fronts, 1918.

Mr. HENRY BARTLETT BURGOYNE, secretary-treasurer and managing director of the St. Catharines Standard, Limited, Ontario. Born St. Catharines, Ontario, 1885, son of William Bartlett and Mary Levania (Darker) Burgoyne. Educated public schools and Collegiate Institute, St. Catharines. Entered father's office as proof-reader and worked through various stages of the business, being made a partner in 1906. On reorganization of company in 1920 was made secretary-treasurer; and on the death of his father in 1921 managing director. Life chairman, Park Commission, City of St. Catharines; chairman, St. Catharines Sea Cadets; past president, St. Catharines Chamber of Commerce; member of executive of the Navy League of Canada; director of Canadian Daily Newspapers Association; Canadian vice-president Inland Press Association. Served with Canadian Militia 1901-1914 and went oversea with First Canadian Division, 3rd Artillery Brigade as lieutenant, in 1914. Promoted to captain in field and returned to Canada, August, 1916, to take command of 71st Battery, then being organized, with rank of major, in which unit he served to the end of the War.

The Hon. FRANK CARREL, LL.D., M.L.C., journalist; member, Legislative Council of the Province of Quebec, representing Gulf Division; vice-president Chronicle-Telegraph Publishing Company and Quebec Newspapers, Limited, Quebec. Born at Quebec, 1870, son of James and Josephine (Butchart) Carrel, both Canadians. Educated at Quebec High School, Stanstead Wesleyan College, and Commercial Academy, Quebec. Honorary president, Quebec Provincial Motor League; ex-president Canadian Daily Newspapers Association and Canadian Press; represented Canada and the Canadian Press at the League of Nations International Press Conference at Geneva in 1927; president, Carrel Fish and Game Club; vice-president, Quebec Literary and Historical Society; founder of the Canadian Automobile and Rotary Clubs of Quebec; member, Advisory Editorial Committee of the Canadian Annual Review of Public Affairs. Author of "Tips on an Ocean Voyage," "Around the World Cruise," and "Impressions of War." Honorary life member, Army and Navy Veterans in Canada Unit No. 33; honorary member, Royal 22nd Regiment Mess; governor and director, Province of Quebec Association for the Protection of Fish and Game.

Mr. WILLIAM ARNOT CRAICK (*Industrial Canada*, Toronto) was born at Port Hope, Ontario, 1880. Educated at Port Hope and the University of Toronto. Graduated 1902. Immediately thereafter joined the Maclean Publishing Company, Limited, as editor of the *Canadian Printer and Publisher*. This brought him into close contact with the newspaper publishers of the Dominion, and for a time he acted as assistant secretary of the Canadian Press Association. He rose to the position of managing editor of the Maclean Publishing Company, and was the first editor of *Maclean's Magazine*. Resigning in 1910, he took up free-lance work, visiting practically every section of Canada and writing articles and stories for various publications in Great Britain, the United States, and Canada. During this period he did special work for the *Toronto Globe* and the *Toronto Star*. In 1915, he became associate editor of the *Financial Post of Canada*, retaining this position until 1919, when he accepted an offer to become editor of *Industrial Canada*, the official publication of the Canadian Manufacturers' Association and the leading industrial journal in the Dominion.

Mr. CHARLES FENWICK CRANDALL, president, British United Press, Montreal; president, Dominion News Bureau; director, New Brunswick Publishing Company. Born Saint John, N.B., 1876. Educated Acadia University (B.A., 1899). Entered daily newspaper work in 1900 as reporter on the St. John *Sun*, of which he later became editor. In 1910 he became managing editor of the *Montreal Herald*; in 1912 managing editor and, later, editor of the *Montreal Daily Star*; in 1924 managing director of the *Vancouver World*. In 1923 he organized the British United Press, which

operates a world news service throughout the British Empire, with its principal bureaux in Montreal and London.

Mr. JOHN W. DAFOE, LL.D., F.R.S.C., is editor-in-chief of the *Manitoba Free Press*, Winnipeg. Born Combermere, Ontario, March 8, 1866, son of late C. W. and Mary Dafoe. Educated public and high schools, Arnprior, Ontario. Reporter, *Montreal Star*, 1883-1885; editor, *Ottawa Journal*, 1886; editorial staff, *Manitoba Free Press*, 1886-1892; editor, *Montreal Herald*, 1892-1895; editorial staff, *Montreal Star*, 1895-1901; editor-in-chief, *Manitoba Free Press* since 1901. Attached to Canadian delegation to Peace Conference, 1919, as representative of the Department of Public Information; Hon. LL.D. (Manitoba University and Queen's University). Fellow of the Royal Society of Canada. Author, "Over the Canadian Battlefields," 1919; "Laurier: a Study in Canadian Politics," 1922.

Mr. W. RUPERT DAVIES, vice-president and editor of the *Whig Standard*, Kingston, Ontario, president, Kingston Art and Music Club. Born September 12, 1879, at Welshpool, Montgomeryshire, North Wales. Educated Oldford Grammar School. Emigrated to Brantford, 1894, and learned printing and newspaper business; later gaining wider experience in Toronto and New York. Embarked in weekly publishing business in 1908, and during next 17 years owned and edited several weeklies. In 1925 purchased the *Daily British Whig* (established 1834), published at Kingston, Ontario. In 1926, formed partnership with H. B. Muir and purchased the *Kingston Standard* (established 1810), amalgamating the *Whig* and the *Standard*. President, Canadian Weekly Newspapers Association, 1920-21. Author of "Pilgrims of the Press" (1925); member Kingston Harbour Board.

Mr. H. P. DUCHEMIN, K.C. (the *Morning Post*, Sydney, Nova Scotia). Born Charlottetown, Prince Edward Island, Canada. Educated Prince of Wales College, Charlottetown, and Dalhousie University, Halifax. University medallist in classics at Dalhousie. English master at Pictou Academy, 1898-1901. Admitted to the Bar of Nova Scotia in 1901. Has since practised at Sydney, N.S. Made a King's Counsel in 1924. Vice-president and managing-director of the Post Publishing Company, Limited. Has been editor of the *Post* publications since 1914.

Lieutenant-Colonel HENRI GAGNON is managing director, *Le Soleil*, Quebec; president, *Le Bulletin de la Ferme, Limitée* (weekly farm magazine); second vice-president, Canadian Press; president, Canadian Daily Newspapers' Association; member, Canadian Advisory Board of Audit Bureau of Circulations, of Chicago. Born Montreal, son of David Gagnon and Clementine Levesque, both of Rivière-Ouelle (Kamouraska), Qué. Educated Montreal College. Life member, Board of Governors and Board of Directors of Laval University; representative of the French "L'Œuvre de la Borne" (The Milestone) for the commemorative monuments on the Western front; delegate in Canada of the Touring Club of France; honorary member, Canadian Legion of the British Empire Service League; honorary lieutenant-colonel of the Levis Regiment; honorary member, officers' mess, 22nd Royal Regiment; Knight Commander of the Order of St. Gregory the Great, decoration conferred by his Holiness Pope Pius XI., November, 1923, who received him in private audience, May 25, 1924; Officier d'Académie, January, 1924; Officier de l'Instruction Publique, 1926, and Chevalier of the Legion of Honour, 1927.

Miss KENNETHE M. HAIG, past president of the Canadian Women's Press Club, representing Canadian women journalists. Was born on a prairie farm at Alexander, 150 miles west of Winnipeg. Graduated at the University of Manitoba, with the Governor-General's medal, having passed with honours in philosophy. From 1910 has been on the staff of the *Manitoba Free Press*. Was president of the Canadian Women's Press Club, 1923-26.

Mr. HORACE T. HUNTER, vice-president of the Maclean Publishing Company, Limited, Toronto, publishers of *Maclean's Magazine*, the *Financial Post*, *Mayfair*, *Canadian Homes and Gardens*, the *Chatelaine*, and 22 business and technical publications; president, the Inland Printer Company, Chicago; director, the George A. Fuller Company of Canada; director, Associated Business Papers, Inc., New York; past president, Canadian National Newspapers and Periodicals' Association. Graduated University College, University of Toronto, 1903. Delegate from Canada to Pacific Relations Conference, Kyoto, Japan, 1929.

Mr. CLAUD A. C. JENNINGS, chief editor of the *Mail and Empire*, Toronto, since 1911. Joined the staff of the *Mail* as editorial writer in 1893. A contributor to newspapers and magazines in the United States and the United Kingdom. Born in the township of Markham, Ontario, the son of Samuel Jennings and Jane Clark, his wife, both of whom, as children, came to York county with their parents from the North of Ireland in the late thirties of the last century. Educated in public schools and in Collingwood Collegiate Institute.

Mr. FREDERICK INNES KER, J.P., managing director, the *Hamilton Spectator*, Hamilton, Ontario. Son of the late Venerable Archdeacon Ker, D.D., of Montreal, and Mary Ker. Educated in Montreal High School; B.Sc., with honours, McGill University, 1909. Prior to entering journalism was engaged in construction of railways and canals as superintendent and chief engineer of Cook Construction Company, Limited, and in the pulp and paper industry as manager of the Whalen Mills of Port Alice, B.C. A director of Southam Publishing Company, Limited; Hamilton Spectator, Limited; Canadian Daily Newspapers Association. Member of the Engineering Institute of Canada and of the Corporation of Professional Engineers of the Provinces of Ontario and Quebec.

Mr. J. F. B. LIVESAY, general manager of the Canadian Press, Toronto, has been associated with cooperative news gathering in Canada since its inception in 1907 with the formation of the Western Associated Press, of which he was manager. In 1916-17 he took an active part in knitting together the sectional news agencies into a national entity, now known as the Canadian Press. In 1918 Mr. Livesay was the Canadian War Correspondent, and subsequently published "Canada's Hundred Days," covering the advance of the Canadian Corps from the battle of Amiens on August 8 to Armistice Day in Mons. He married, in 1908, Florence Hamilton Randal, author of "Songs of Ukrainia" and other volumes of poetry and fiction.

Mr. OSWALD MAYRAND, born at St. Philippe de Laprairie, Quebec, 1876; educated Montreal College, Laval University, McGill University, Montreal. Editor-in-chief and managing editor of Montreal (Quebec) *La Presse* since 1912. Founded *Le Progres*, 1907; city editor of *La Patrie*, 1908; news editor, *La Presse*, 1912. Author "Fleurettes Canadiennes," book of poetry, 1905. Academy Officer of French Government; Knight of Saint Sepulchre.

Mr. JAMES D. McKENNA, the *Times-Globe*, New Brunswick, born at Dartmouth, Nova Scotia. Was associated with the organization and publication of the *Atlantic Weekly* at Dartmouth, N.S., 1893. Joined the staff of the *Halifax Acadian Recorder*. Associated with the *Halifax Evening Mail*, of which he became news editor. Parliamentary correspondent at Ottawa for the *Halifax Herald* in 1901. Resident correspondent at Ottawa until 1902-04, when he purchased the *King's County Record* at Sussex, New Brunswick. In 1913 he acquired a controlling interest in the *Maritime Farmer*. In 1923 was associated with others in the purchase of the *Evening Times-Star*, the *Morning Telegraph*, and the *Morning Journal* of St. John, N.B., the two morning editions being amalgamated as the *Telegraph-Journal*. In 1927 the St. John *Evening Globe* was purchased and was absorbed by the *Times* under the publication name of the *Times-Globe*. Mr. McKenna is president of the New Brunswick Publishing Company, Limited.

Mr. B. C. NICHOLAS, editor of the *Victoria Daily Times*, Victoria, B.C., born in Virginia City, Nevada, 50 years ago; father Cornishman. Resident of Victoria for 45 years. Began newspaper work as reporter on the *Victoria Globe* 32 years ago, and joined the staff of the *Victoria Daily Times* in 1899. Was private secretary to the Hon. William Templeman, Minister of Inland Revenue and Mines in the Cabinet of Sir Wilfrid Laurier at Ottawa from 1906 until 1911. Is a governor of the University of British Columbia. Was president of the Victoria Canadian Club in 1922 and president of the Association of Canadian Clubs in 1923. Has served terms as British Columbia representative on the directorate of the Canadian Press, Limited, and the Canadian Daily Newspapers Association.

Mr. MARK EDGAR NICHOLS, vice-president and managing director of the *Winnipeg Tribune*, Winnipeg; director, the Southam Publishing Company, Limited; first vice-president, the Canadian Press. Mr. Nichols began his newspaper career on the staff of the *Toronto Telegram*. Was Press Gallery reporter at Ottawa for the *Telegram* from 1897 to 1904, when he became managing editor of the *Toronto World*. In 1905 he went to Winnipeg as president and editor, and remained in that capacity until 1913, when he founded the *Montreal Daily Mail* and *Evening News*. In the closing years of the War he was appointed Director of Public Information for Canada. In 1920 he became associated with the Southam brothers and took over, on their behalf, the *Winnipeg Tribune*, with which was also incorporated the *Winnipeg Telegram*. He has been one of the prime movers in developing cooperative news-gathering in Canada. In 1909 he was active in the inauguration of the Western Associated Press, of which he became president. When the Canadian Press, Limited, was formed and joined up with the W.A.P., Mr. Nichols became its first vice-president. He was a director for several years and in 1929 was again elected first vice-president.

Mr. CHARLES WALTER PETERSON, editor and publisher, the *Farm and Ranch Review*, Calgary, Alberta. Born Copenhagen, Denmark, 1868. Educated private school in England, followed by agricultural training in Denmark. Went to Canada in 1887. Engaged in farming in Manitoba, 1891. Ranching in Alberta, 1895. Deputy Minister of Agriculture for North-West Territories, 1897 to 1903. General manager, Canadian Pacific Railway Irrigation and Colonization Department, 1905. Since 1910, editorial management, *Farm and Ranch Review* and other interests. War service: Deputy Fuel Controller for Canada, and secretary, National Service Board of Canada. Directorates: president, Western Stock Ranches, Limited; president, Western Printing and Lithographic Company; president, *Farm and Ranch Review*, Limited; president, Hicks Engraving Company, Limited; Author of "Wake Up, Canada" (1919), "Canada's Population Problem" (1926), "Fruits of the Earth" (1928), and "Wheat—Canada's Biggest Business" (1930).

Mr. HUGH SAVAGE, editor and proprietor of the *Cowichan Leader*, Duncan, Vancouver Island, B.C., is president of the Canadian Weekly Newspapers Association. Born at Stratford-on-Avon, England, in 1883, the youngest son of the late Richard Savage, librarian, Shakespeare's birthplace, he was educated at King Edward VI. School. He served in the Warwickshire Imperial Yeomanry, South Africa, 1901-02. Later he worked his way round the world *via* U.S.A., Canada, Australia, New Zealand, and South Africa. Returning to Canada 21 years ago, he spent a year in the Cobalt country and Alberta before becoming a reporter on the *Vancouver Daily Province*. In 1911 he was the first newspaper man to explore the Peace River country from the B.C. side. After two years with the *Daily News* and the *British Columbian*, New Westminster, where he founded the National Reserve movement, he went to Duncan early in 1914. He is a past president of the Associated Boards of Trade of Vancouver Island and of the British Columbia and Yukon Press Association. His advocacy, in *Maclean's Magazine*, of a distinctive flag for Canada has aroused great interest throughout the Dominion.

Mr. EDWIN ROY SAYLES, the *Renfrew Mercury*, Renfrew, Ontario. Born in the county of Norfolk, Ontario, April 21, 1875. Educated at Tillsonburg and Brantford. Spent some years on *Brantford Daily Expositor*. Visited Great Britain in 1924 with a Canadian newspaper party. Accompanied members of the Newspaper Society of Great Britain on their tour of Canada in 1927. Is president of the Canadian Press Association and proprietor of the *Renfrew Mercury*.

Mr. VICTOR SIFTON. Educated in the Ottawa Collegiate Institute and University of Toronto; served oversea with the Fourth Canadian Mounted Rifles Battalion; is a director of the Manitoba Free Press Company, Limited, Winnipeg; president and managing director of the *Leader-Post*, Regina.

Mr. E. NORMAN SMITH started as reporter on the *Toronto World*, 1894, then became managing editor Woodstock (Ontario) *Sentinel Review*. In 1898 returned to Toronto as night editor, *Mail and Empire*; later city editor, *Toronto Globe*. In 1905 became general manager and editor, *Ottawa Evening Free Press*, of which a year later he was principal proprietor. In 1917 the *Free Press* amalgamated with the *Ottawa Evening Journal*, which added a morning edition. He is associate editor, with Dr. P. D. Ross, of the *Journal Dailies*, and vice-president and part owner. He has been a director of the Canadian Press since its inception; was for six years its president and is now its honorary president.

Mr. W. H. HERDER is president of the Evening Telegram, Limited, St. John's, Newfoundland. Son of the late W. J. Herder (founder and proprietor of the *Evening Telegram*, established in 1879). Educated at Methodist College, St. John's, afterwards entering the newspaper business under his father, whom he succeeded in 1922 as president of Evening Telegram, Limited.

Mr. J. C. PUDDESTER, member of the Newfoundland Parliament, managing director of the *Daily News*, St. John's, was born at Northern Bay, district of Bay de Verde, Newfoundland, 1881. He was a teacher for five years, afterwards joining the Reid Newfoundland Company, operators of the Newfoundland Railway, as assistant auditor. In 1916 he became business manager of the *St. John's Daily News*. He was elected secretary-treasurer and managing director of Robinson and Co., Limited, publishers of the above paper, which position he now holds. In June, 1924, he was elected to the Newfoundland Legislature by his native district, Bay de Verde, and for four years held the position of Deputy Speaker and Chairman of the Committee on Ways and Means. In the General Election of October, 1928, he was re-elected with a largely increased majority, and is now Chief Opposition Whip. He is a prominent Newfoundland Mason, a Past Grand Master of the Loyal Orange Association, and a past president of the Methodist College Literary Institute.

## AUSTRALIA

Mr. T. Fink.

Mr. C. H. Briggs.

Mr. W. H. Cummins.

Mr. J. E. Davidson.

Sir Hugh Denison.

Mr. T. Dunbabin.

Mr. E. E. Edwards.

Mr. R. D. Elliott.

Mr. C. B. Fletcher.

Mr. S. E. Hocking.

Mr. H. B. Jackson.

Col. G. V. Lansell.

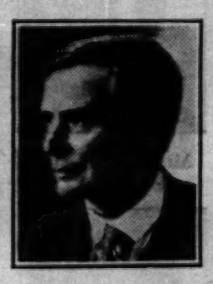
Mr. D. Macpherson.

Mr. W. J. Mann.

Mr. G. B. Rolph.

Mr. E. P. M. Sheedy.

Mr. A. Spowers.



Mr. G. Syme.

Mr. E. K. Thomas.

### AUSTRALIA

The Hon. THEODORE FINK, chairman of the Australian delegation. He is a barrister and solicitor, publicist, writer, and politician; chairman of directors of the *Melbourne Herald* and *Weekly Times* Newspapers, and other companies. The group includes the *Herald*, the *Sun News-Pictorial*, the *Weekly Times*, *Table Talk*, the *Sporting Globe*, the *Home Beautiful*, the *Listener-In*. The company has large interests in another important group of newspapers—the *Advertiser* and the *Register News-Pictorial*, Adelaide, and their allied publications. Mr. Fink was born in Guernsey in 1855. Went to Geelong when he was five. Educated at Geelong College, Melbourne Grammar School, and Melbourne University. Occupied a prominent position in the Victorian Parliament, and on retirement had the honour of receiving in the House of Legislative Assembly the thanks of Parliament for services to education. A member of the Legislative Assembly of Victoria for Joliment and West Richmond for 10 years until 1904; member without portfolio of the M'Lean Ministry, 1899; as member of the Executive of the Australian Federal League, helped the foundation of the Australian Commonwealth; president of the Royal Commission on Technical Education in Victoria, 1899-1901; and of the Commission on the University of Melbourne 1902-04. Member of the Melbourne University Council, 1906-23; chairman of the Board of Inquiry into the Working Men's College, Melbourne, 1910; vice-president of the Council of Public Education of Victoria, the Council for the Registration of Teachers; and member of the Council of Legal Education. Member of the committee that prepared the present scheme of legal education and reciprocity between the Commonwealth and the Empire. Chairman of the two Apprenticeship Conferences, whose work is the foundation of the Apprenticeship Act of Victoria. During the War Mr. Fink was vice-chairman of State War Council, and chairman of the finance and other committees. Delegate to the British University Conference, 1909.

Mr. CHARLES HERBERT BRIGGS, F.A.I.S., is general manager of the Brisbane Newspaper Company, Limited, proprietors and publishers of the *Brisbane Courier*, *Queenslander*, and *Sports Referee*. He is a life member of the Royal National Agricultural and Industrial Association; chairman of the Brisbane Daily Newspapers Conference, and a Justice of the Peace. He joined the Brisbane Newspaper Company in 1883 and graduated through the various departments to his present position. During the Great War he was intimately associated with 44 war funds started and controlled by the *Brisbane Courier*, which collected and distributed over £175,000.

Mr. W. H. CUMMINS, general manager of the *Mercury*, Hobart, Tasmania, and the *Illustrated Tasmanian Mail*. He is a native of Hobart. He joined the staff of the *Mercury* in 1899 and has occupied various positions on that journal, serving the proprietors, Davies Brothers, Limited, for a continuous period of 31 years. He was appointed chief accountant in 1911 and afterwards secretary to the company. During the absence of the late Hon. C. E. Davies on the occasion of the Imperial Press Conference in Canada, Mr. Cummins was acting manager, and on the return of Mr. Davies the management was reorganized, and Mr. Davies became managing director, while Mr. Cummins was appointed manager. On the death of the Hon. C. E. Davies, the board of directors appointed Mr. Cummins as general manager. Mr. Cummins has occupied the position of president of the Tasmanian Master Printers' Association for several years. In 1928 he was president of the Printing and Allied Trades Employers' Federation of Australia.

Mr. J. E. DAVIDSON, managing director of the *News*, Limited, Adelaide. He was the founder of this company, which publishes the *News*, an evening daily, Adelaide; the *Mail*, a week-end paper, Adelaide; the *Daily News*, an evening paper, Perth, W.A.; the *Barrier Miner*, an evening daily, Broken Hill, New South Wales; and the *Recorder*, a morning daily, Port Pirie, S.A. After a business training and experience in country journalism he was for two years official secretary to the late Lord Forrest, then Sir John Forrest, Premier of Western Australia. Re-entered journalism as a general reporter on the *West Australian*, Perth, under the editorship of the late Sir Winthrop Hackett. Joined the literary staff of the *Argus*, Melbourne, in 1897, which paper he served for nine years. Was then appointed editor of the *Weekly Times*, one of the publications of the Herald and Weekly Times, Limited, Melbourne. Later, under the chairmanship of directors of Mr. Theodore Fink, became a director, general manager, and editor-in-chief of that company's publications.

Sir HUGH ROBERT DENISON, K.B.E., chairman and managing director of Sun Newspapers, Limited, and chairman of Associated Newspapers, Limited. Born at Forbes, N.S.W., November 11, 1865. Educated at Scotch College, Melbourne, Prince Alfred College, Adelaide, and University College, London. Member of City Council, Adelaide, for 1888 and 1889. Member for Adelaide in the South Australian Parliament, 1901 to 1905. Commissioner for the Commonwealth of Australia in U.S.A. from October, 1926, to March, 1928. One of the founders and principal donors to the Australian War Chest Fund, 1914 to 1918. Vice-president of the Royal Empire Society, London, and president of the Australian branch in Sydney, to which he presented the fine building it now occupies.

Mr. THOMAS DUNBABIN, representing the *Sydney Daily Guardian*, Sydney. Editor and manager, Australian Newspapers Cable Service, London. Born Bream Creek, Tasmania, 1883; Third Tasmanian Rhodes Scholar, B.A., and holder of Geographical Scholarship, Oxford, 1908-1909. On staff of the *Mercury*, Hobart; the *Argus*, Melbourne; the *Sun*, Sydney; news editor, the *Sun*, 1926-1929. Publication: "The Making of Australasia," 1922.

Mr. EDWARD EVAN EDWARDS, B.A., the Telegraph-Newspaper Company, Limited, Brisbane, Queensland. Was born in Brisbane, the elder son of the late Hon. Richard Edwards, M.P., who in 1901 was elected a member of the first Federal Parliament of Australia. Mr. E. E. Edwards was

educated at the Brisbane Grammar School and the University of Sydney. He took the arts course and graduated B.A. Subsequently for several years he acted as private political secretary to his father and thereby gained a first-hand knowledge of public affairs and Federal political life. Thereafter he spent some years in travelling, visiting many countries in both the New and the Old World. He is a Fellow of the Royal Geographical Society of Australasia (Queensland), and for some time held the office of vice-president. Mr. Edwards joined the directorate of the Telegraph Newspaper Company, Limited, 20 years ago, and for more than half of this period he has held the dual office of chairman of directors and managing director.

Senator ROBERT D. ELLIOTT, Provincial Daily Press of Victoria. He was born at Kyneton, Victoria. His main Press interests are with *Sunraysia Daily*, Mildura, one of the four most important country dailies in Victoria. He is also interested in several other country newspapers and is a director of Australian United Press, Limited, a news distributing organization with headquarters in Sydney. As the result of his activities a close working arrangement has been effected between the provincial dailies of Victoria and the country newspapers of the State. He is a trustee of the National Library, Museums, and Art Gallery of Victoria, a member of the Felton Purchase Committee and chairman of the Museum Committee. A landowner and breeder of Jersey stock, he espoused the cause of the man on the land, and at the 1928 Federal elections he was elected to the Australian Senate as representative of the Country Party Nationalists for the group State of Victoria.

Mr. C. BRUNSDON FLETCHER, author, journalist, and editor of the *Sydney Morning Herald*, is an Englishman by birth—he was born at Taunton, Somerset. He has become an ardent Australian, with a great belief in Australia and its future development. Eight of the most impressionable years of his life were spent in New Zealand, and he has made a keen study of the peoples and problems of the Southern Pacific. He is the author of "The New Pacific," "Problems of the Pacific," "Germany in the Pacific," "The Murray Valley," and "Coolah Valley." Going to Sydney in 1872, Mr. Fletcher completed his education at Newington College and the Fort Street High School, securing at the latter his training in mathematics for entry into the Government Survey Office. He first turned to journalism in 1893. His first leader appeared in the Brisbane *Telegraph*, and later he wrote as a member of the editorial staff of the Brisbane *Courier*, when Dr. F. W. Ward was his chief. In 1898 he succeeded Dr. Ward as editor of the *Courier*, and in 1903 he moved to Sydney to become associate-editor of the *Sydney Morning Herald*. In 1918 he succeeded Mr. Heney as editor. He was president of the Institute of Journalists of New South Wales for several years, and was mainly responsible for the institution of the diploma of journalism at the University of Sydney, of the Senate of which he is a Fellow.

Mr. SIDNEY EDWIN HOCKING was born at Adelaide in 1859, son of the late Nicholas Hocking, ironfounder, of Horsham, Victoria; educated at Prince Alfred College, Adelaide. Engaged in journalism at Adelaide, and Broken Hill until 1893. Established the *Golden Age* and *Courier*, Coolgardie, W.A., in 1894; and the *Kalgoorlie Miner* and *Western Argus* in 1895; managing editor and chief owner of the *Miner* and the *Argus* (Hocking and Co., Limited, proprietors). Mayor of Kalgoorlie 1911-13.

Mr. HORACE BENSON JACKSON, barrister, journalist, director of West Australian Newspapers, Limited, and member of the Senate of the University of Western Australia. Born South Australia 1877. Educated Norwood Public School. Called to the Bar July 16, 1912. Writer of stories, especially of goldfields life, for *Western Mail*, *West Australian*, and other papers. Contributor of articles, reviews, and topical verse to various journals.

Mr. HERBERT CAMPBELL-JONES, the *Daily Telegraph Pictorial*, Sydney, is managing editor of the *Sun*, Sydney, and a director of Sun Newspapers, Limited, and associated companies. Formerly a prominent Melbourne journalist, Mr. Campbell-Jones was placed in command of the London office of the *Sun* in 1912, where he organized the news service that has since developed into the Australian Newspapers Cable Service. He returned to Australia in 1915 to become chief executive of the newspaper.

Lieutenant-Colonel the Hon. GEORGE VICTOR LANSELL, V.D., M.L.C., J.P., proprietor of the *Bendigo Advertiser* and *Stock and Station Journal*. Born in London, 1883, eldest son of the late George Lansell (the "Quartz King") and Edith Lansell, both of Bendigo. Educated at the Church of England Grammar School, Melbourne. Elected member for the Bendigo Province in the Legislative Council in 1928. President (last seven years) of the Bendigo Returned Soldiers and Sailors' League of Australia. District Commissioner of Boy Scouts for Northern Victoria. Held commission in Citizen Forces for 25 years. Served with the 38th Infantry Battalion A.I.F. (as captain) in the Great War, France and Belgium. Wounded in 1917 and returned to Australia. At present commanding the 38th Infantry Battalion C.M.F. Awarded the Victorian Auxiliary decoration in 1923.

Mr. DUNCAN MACPHERSON. Manager of Pictorial Newspapers Pty., Limited (*Sun News-Pictorial*) and United Press Pty., Limited (*Table Talk*, *Listener In*, and *The Home Beautiful*), Melbourne. Director of *Herald* Broadcasting Station (3DB). Born at Bowral, New South Wales, 1886, son of John Macpherson, of Kingussie, Scotland. Educated at Sydney Grammar School and University of Sydney.

The Hon. W. J. MANN, M.L.C., Australian Provincial Press Association, Busselton, W.A. Was born at Ballarat, Victoria, and after completing an apprenticeship to printing was attracted to Western Australia by the goldmining boom of the middle nineties. In 1903 he established and became editor of the *South Western News*, which was followed in 1923 by the *Group Settlement Chronicle*, the latter newspaper serving mainly British migrants for land settlement who proceeded to Western Australia by an arrangement in which the State of Western Australia, Commonwealth of Australia, and the British Government participated. For six years, 1920-26, he filled the office of president of the Provincial Press Association of Western Australia, and from 1923-25 was president of the Australian Provincial Press, an association of over 600 newspapers circulating in the rural districts of the six States of Australia. In 1926 Mr. Mann was elected to the Legislative Council of Western Australia as a Nationalist.

Mr. WILLIAM S. ROBINSON. Represents the *Adelaide Advertiser*, Adelaide, Australia.

Mr. GORDON BURNS ROLPH, a member of the firm of W. R. Rolph and Sons Pty., Limited, of Launceston, Tasmania, proprietors of the *Examiner* (the State's oldest daily, and one of the oldest in the Commonwealth); *Weekly Courier* (illustrated), and *Saturday Evening Express*, published at Launceston, with branch offices at Hobart and several country centres. Mr. G. B. Rolph is the eldest son of the senior member of the firm, Mr. William Robert Rolph. Born in Launceston, in 1893, he was educated at the Scotch College, Launceston, and Leslie House School, Hobart, afterwards gaining practical experience in newspaper production and general printing in Launceston, and later in Melbourne. Returning to Launceston, he became associated with his father in the control of the papers included in their proprietary. The firm also handle printing by all modern processes (letterpress, lithography, embossing, bookbinding, photo-engraving, and box-making). Mr. Rolph has been a pioneer of motoring in the island State and has won a great number of contests.

Mr. E. P. M. SHEEDY, F.C.A. (Aust.), F.S.A.A. (Eng.), represents the Country Press Association, Sydney. Chairman of directors of the *Newcastle Morning Herald*, Newcastle, New South Wales. Born in Sydney, 1874. Educated at Sydney High School, Sydney. Entered profession of public accountant in city of Sydney, 1893. Now senior partner in the firm of Thomas Davis, Sheedy and Co., chartered accountants (Australia). Director of the *Newcastle Morning Herald* for past 16 years; also held the position of a director of the Daily Telegraph Newspaper Company, Sydney, prior to its recent reconstruction. Chairman of the Industrial Compulsory Conferences under the Federal Conciliation and Arbitration Act in 1925 and 1929, when the industrial conditions of the staffs of the whole of the provincial Press of Australia, representing some 700 newspapers, were settled. Associated with the Hospital Saturday Fund, Australian Board of Missions, and the Newcastle Diocesan Council (Anglican). Breeder and exhibitor of the Illawarra Milking Shorthorn Cattle. Engaged in cultivation of citrus fruits.

Mr. ALLAN SPOWERS. A director and one of the proprietors, since 1921, of the *Argus*, Melbourne. Born in 1892. Educated at Geelong Grammar School and Melbourne University. Served in the Great War with 6th Battalion the East Lancashire Regiment in Gallipoli and Mesopotamia. A director of the Equity Trustee Company; member of the Committee of Management of the Melbourne Hospital. Staff Captain, 15th Infantry Brigade A.M.F.

Mr. GEOFFREY SYME, managing editor and part proprietor of the *Age*, Melbourne. Born at Melbourne, 1873, and educated at Kew High School and the University of Melbourne. He is the fourth son of the late David Syme, who purchased the *Age* in 1856. Mr. Geoffrey Syme gained practical experience of journalism under the direction of, and in close association with, his father, and on Mr. David Syme's death, in 1908, he assumed control of the literary departments of the *Age* and the *Leader*, directed the policies of the two newspapers, and became one of the proprietors of the undertakings. He was a member of the Australian Press Delegation to Europe in 1918. His interests include farming and pure stock breeding.

Mr. EVAN KYFFIN THOMAS is chairman of directors of Register Newspapers, Limited, Adelaide, and deputy-chairman of the Australian section of the Empire Press Union. He is a grandson of Sir Robert Thomas, the founder of the paper. He joined the *Register* in 1885, filling successively the positions of secretary to the editor, member of the reporting staff, sub-editor of the *Register*, and editor of the *Observer*. Upon the death of his father, Sir Robert Kyffin Thomas, in 1910, Mr. Evan Kyffin Thomas became a senior partner and took over the general management. At the beginning of 1929 the *Register* proprietary was formed into a company, and he became chairman of directors. Mr. Thomas edited "The Diary and Letters of Mary Thomas" (wife of the founder of the *Register*), a book which makes an interesting contribution to the romantic literature associated with the early days of South Australia—1836-1866.

## NEW ZEALAND

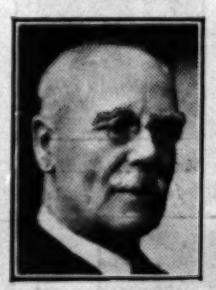
Mr. R. J. Gilmour.

Mr. R. B. Bell.

Mr. L. J. Berry.

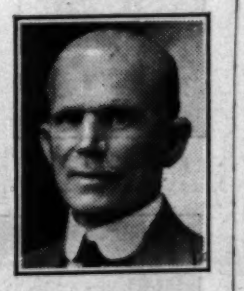
Mr. E. A. Blundell.

Mr. R. P. Furness.



Mr. J. Hutchison.

Mr. E. G. Kerr.



Mr. T. C. List.

Mr. A. McNicol.

Mr. A. E. Manning.

Mr. A. L. Muir.

Mr. W. R. Wilson.

## SOUTH AFRICA

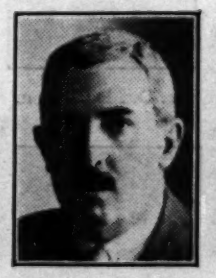
Mr. T. W. Mackenzie.

Mr. R. Allister.

Mr. C. S. Coetzee.

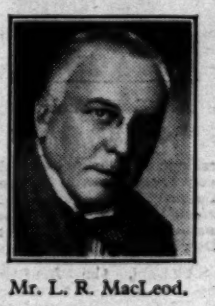
Mr. P. Davis.

Mr. B. H. Dodd.



Mr. C. D. Don.

Mr. G. A. L. Green.



Mr. L. R. MacLeod.

Mr. R. J. K. Russell.

Mr. S. H. Veats.

Col. E. B. Walton.

### NEW ZEALAND

Mr. ROBERT J. GILMOUR, Chairman of the New Zealand Delegation. Born in Wishaw, Scotland, in 1876. His parents emigrated to New Zealand when he was three years of age. Educated at the Middle School, Invercargill, Southland Boys' High School, Invercargill, and Otago University, he joined his father in the management and editorial control of the *Southland Times*, Invercargill, in 1900. After his father's death the business was converted into a private limited liability company and Mr. Gilmour became chairman of directors and managing director. Some years ago he relinquished the position of editor, but still conducts the business as managing director.

Mr. ROBERT B. BELL, managing director, Ashburton Guardian Company, Limited, and Timaru Post Company, Limited, Timaru. Born at Timaru, June 10, 1888; eldest son of Robert Bell (President, Press Congress of World, 1926); educated Timaru Main and Ashburton High Schools. Joined *Ashburton Guardian*, 1903, and remained with paper, serving on literary as well as commercial staff, until 1916; member New Zealand Parliamentary Press Gallery, 1907; manager *Guardian*, 1908-16, and director, 1911-16. Joined New Zealand Expeditionary Force as N.C.O., April 6, 1916; served in France with Canterbury (N.Z.) Regiment; dangerously wounded, Bois Grenier salient, February 23, 1917; discharged, October 22, 1917. Advertising manager, the *Dominion* (Wellington, N.Z.), 1918 to 1922; managing director Ashburton Guardian Company, Limited, and Timaru Post Company, Limited, since April 1, 1922; deputy-chairman, Ashburton Shakespeare Club, 1911-16; member Dominion Executive New Zealand Returned Soldiers' Association, 1919-25, and Canterbury provincial president, 1923-25; representative of rank and file of New Zealand Expeditionary Force on New Zealand Canteen and Regimental Funds Board since 1923; president South Canterbury Chamber of Commerce, 1926-27; member executive New Zealand Newspaper Proprietors' Association, 1927-30.

Mr. LEONARD JAMES BERRY, secretary to the Newspaper Proprietors' Association of New Zealand (Inc.). Born Christchurch, 1885. Joined *Christchurch Press* commercial staff, 1899. Passed Institute of Accountants examination, 1907. Member of New Zealand Society of Accountants. Appointed circulation manager of *Christchurch Press*, 1914. Appointed secretary of Newspaper Proprietors' Association, 1915. Resigned from Press, 1918, to take over management of private commercial college. Appointed full time secretary of Newspaper Proprietors' Association, 1921.

Mr. E. A. BLUNDELL. Represents the *Evening Post*, Wellington.

Mr. ROY PATTERSON FURNESS, J.P., proprietor since 1910 of the *Marlborough Express*, Blenheim; also editor, 1909-20. Member of the Advertising Committee of the Newspaper Proprietors' Association of New Zealand since 1922. Born Blenheim, New Zealand, 1883; educated at Nelson College and Canterbury University College; Bachelor of Arts, New Zealand University. Member of Board of Governors, Marlborough College.

Mr. JAMES HUTCHISON, editor of the *Otago Daily Times*, Dunedin, since 1909. Born at Wanganui, New Zealand, in 1867; educated at Wellington College and Otago University.

Mr. EDWARD GEORGE KERR, eldest son of the late Mr. Edward George Kerr, for many years proprietor of the *Timaru Herald*. Born in Kiaipoi, North Canterbury; educated at Timaru Main School and Timaru Boys' High School, and on leaving school joined the staff of the *Timaru Herald*. At 24 years of age he was appointed manager, and subsequently became general manager, and is now chairman of directors of the company. In addition to his position as chairman of directors of the Timaru Herald Company, Limited, Mr. Kerr is chairman of directors of the North Otago Times Company of Oamaru. He was for many years a director of the Lyttelton Times Company, and is now a director of its successor, the New Zealand Newspapers, Limited (Christchurch). Mr. Kerr has for many years been connected with the United Press Association, and for some time represented the provincial Press on its directorate.

Mr. THOMAS CURRIE LIST, J.P., was born in England in 1879, and went to New Zealand with his parents as an infant. He received his newspaper training on the *Petone Chronicle* and *New Zealand Times*, and in 1902 purchased the *Waimate Witness* and in 1906 the *Taranaki Daily News*, which he has since conducted. He has been chairman for many years of the Mount Egmont National Park Board and he is a director of the New Zealand Press Association. He initiated the scheme under which public school boys were selected in England for farm training and settlement in the Dominion, and has since been prominently associated with its operations.

Mr. A. McNICOL has for 20 years held the position of managing editor of the *Dannevirke Evening News*. He has taken an active interest in public affairs in Southern Hawke's Bay, having represented the Pahiatua constituency in the New Zealand Parliament, 1919-22, as a supporter of the Massey Government. He was for some years president of the Dannevirke Chamber of Commerce, and he has taken a prominent interest in educational matters. For the last 10 years he has been unanimously re-elected chairman of a provincial section of the Newspaper Proprietors' Association, and he is a member of the Council of the New Zealand section of the Empire Press Union. He is a son of the late Rev. John McNicol, one of the pioneer ministers of the Presbyterian Church in Otago.

Mr. A. E. MANNING, M.B.E., managing director, the *Waikato Times*, Hamilton. Mayor of Hamilton, 1912-15; member Auckland Education Board, 1917-20; chairman Hamilton Repatriation Board, 1918-21; chairman Hamilton Patriotic Society and War Relief Association since 1915.

Mr. ALLAN LEONARD MUIR, editor and managing director, *Poverty Bay Herald*, Gisborne. Born Wellington, 1871; son of A. R. Muir, journalist, and grandson of James Muir, founder of *Wellington Independent*, one of Wellington's first newspapers. Educated Nelson College. Parliamentary Press Gallery, 1891-96. Appointed editor *Poverty Bay Herald*, 1896; managing director, 1914; director New Zealand Press Association, 1926-29; chairman Section II., Newspaper Proprietors' Association, 1929-30.

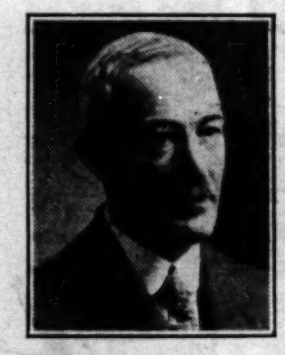
Mr. W. R. WILSON is a director of Wilson and Horton, Limited, proprietors of *New Zealand Herald* and *Auckland Weekly News*. Born Auckland, N.Z., grandson of W. C. Wilson, founder of *New Zealand Herald*.

### SOUTH AFRICA AND RHODESIA

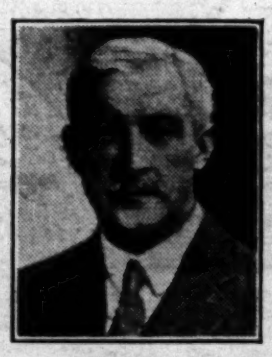
Mr. THOMAS WILLIAM MACKENZIE, O.B.E., Chairman of the delegation from South Africa. Born in Inverness, Scotland, on August 4, 1875, the second son of the late Alexander Mackenzie, F.S.A.Scot., the Highland clan historian. Chairman of the South African section of the Empire Press Union, he has been in journalism all his life, having served his apprenticeship on his father's paper, the *Scottish Highlander*. He went to South Africa in 1898, joining the *Eastern Province Herald*, Port Elizabeth. He served throughout the South African War, 1899-1902, as one of Reuter's representatives with the British Army in the field. After the War he was with the *Rand Daily Mail*, Johannesburg, a little later joining the *Friend*, Bloemfontein, as a reporter. He became editor in 1908, and has held this position continuously since. He is also managing editor of the company's newspapers, which, in addition to the *Friend*, include the *Farmer's Weekly*, the *Outspan*, and the *Homestead*. He was first editor of the *Farmer's Weekly* in 1911. Was one of five editors representing South Africa who visited the British, French, and American Fronts in 1918. Represented South Africa at the Conference of World Press Experts in Geneva in 1927. Was chief of the Federated Caledonian Society of South Africa in 1923-24.

Mr. ROBERT ALLISTER, general manager of the Cape Times, Limited, Cape Town. Before identifying himself with the commercial side of

# THE IRISH FREE STATE, INDIA, AND THE COLONIES



Mr. J. E. Healy
*(Irish Free State).*



Dr. W. L. Murphy
*(Irish Free State).*

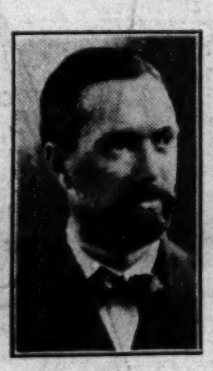
Mrs. G. H. Bell
*(India).*

Mr. T. S. Bowman
*(India).*

Sir Stanley Reed
*(India).*

Mr. J. H. Thorniley
*(India).*

Mr. C. B. Anderson
*(East Africa).*

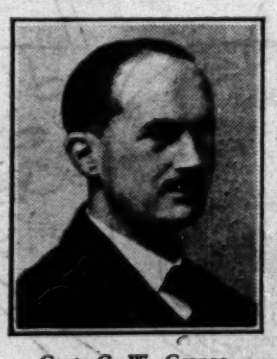


Mr. R. T. Barrett
*(Hong-kong).*

Sir Augustus Bartolo
*(Malta).*

Mr. H. G. De Lisser
*(British West Indies).*

Mr. C. A. L. Gale
*British West Indies).*



Capt. C. W. Grange
*(Ceylon).*

Mr. G. Macgowan
*(British West Indies).*

Mr. H. Welham
*(The Straits Settlements).*

Mr. D. R. Wijewardene
*(Ceylon).*

Mr. H. R. Cummings
*(League of Nations).*

the printing industry he was engaged in journalism in the West of Scotland for five years. During the last ten years he has taken a deep interest in the printing industry in South Africa, where he has been for three years president of the Federation of Master Printers; for two years president of the Newspaper Press Union; and at present is chairman of the National Industrial Council. Mr. Allister was born in Dunfermline, Scotland, in 1875. In 1902 he joined the staff of the Cape Times, Limited, and has remained with the company since that date.

Mr. C. S. COETZEE, assistant editor of *Die Volksten*, Pretoria. He was born in 1894 in the Ermelo district, Transvaal. After being engaged successively in farming, mining, and soldiering, he entered journalism 12 years ago.

Mr. PHILIP DAVIS, managing director of the *Natal Witness*, Pietermaritzburg. The paper, founded in 1846, has been in the possession of the Davis family for three generations, and the company which now owns it is a private one. Mr. Peter Davis, father of Philip Davis, died in 1919 at the age of 82, his active connexion with the paper dating almost from boyhood. In 1906 his son was admitted to the business and, with breaks necessitated by active service during the War, has been continuously associated with it ever since. Philip Davis was born at Pietermaritzburg in 1886, and was educated at Loretto School, Scotland.

Mr. BENJAMIN H. DODD, editor, *Daily Dispatch*, East London, was born at Widnes, Lancs, son of the late Rev. Benjamin Dodd. He was educated at Glasgow University, graduating M.A. in 1892. Going to South Africa in 1893, he was engaged for some years in teaching. In January, 1901, he joined the staff of the *Daily Dispatch* as reporter, becoming editor in 1912, and a director of the East London Daily Dispatch, Limited, in 1915.

Mr. CHARLES D. DON, the *Star*, Johannesburg, was born at Bridge of Allan, Scotland, in 1874, and educated at Dale College, Kingwilliamstown, and the Royal High School, Edinburgh. He went to South Africa in his youth. He joined the staff of the *Cape Mercury* in 1893, and in 1894 became leader-writer on the *Cape Argus*, and from 1901 to 1910 editor of the *Times of Natal*. Member of the Natal Education Commission, 1908; took an active part in the Referendum campaign in 1909 which resulted in the decision of Natal to enter the Union of South Africa. In 1911, acting editor of the *Transvaal Leader*; 1911-15, editor, *Rhodesia Herald*; 1915 until present date editor, the *Star*, Johannesburg.

Mr. G. A. L. GREEN, editor of the *Cape Argus* since 1910. Born at Portsmouth, England, in 1868 and educated privately, he gained his early newspaper experience in his native town. For four years he was engaged in the London office of a leading Anglo-Indian daily. Migrating to South Africa in 1894, he joined the editorial staff of the *Cape Times*. Appointed editor of the *Diamond Fields Advertiser*, Kimberley, in 1898, he won the friendship of Cecil Rhodes, whom he accompanied on several of his political tours. During the siege of Kimberley Mr. Green acted as special correspondent of the *Daily Telegraph*. In 1908 he was returned unopposed as one of the representatives of the Diamond Fields in the Cape House of Assembly, and took part in the debates which resulted in the accomplishment of Union. On the death of Sir Maitland Park he was elected chairman of the South African section of the Empire Press Union—a post which he held for several years.

Mr. LEWIS ROSE MACLEOD, editor of the *Rand Daily Mail*, Johannesburg, since 1924. Born Oamaru, New Zealand, 1875; youngest son of Donald Archibald Macleod, of Skye, and Margaret Rose, of Tain, Scotland. Educated Moore College Grammar School, N.S.W.; privately. Entered journalism in Australia at age of 20, after short period spent in farming and railway construction under pioneer conditions; contributed extensively in prose and verse to Australian publications, including *Sydney Bulletin*, and later was for a time editor of a goldfield newspaper in New South Wales backblocks; went to South Africa in 1905 and became first editor *Johannesburg Sunday Times*, where he wrote the libretto of the first South African musical comedy, *The Girl from Springfontein*. West to London 1916; literary editor of the *Daily Mail*, 1916-24. Publications: Several one-act plays and two musical comedies.

Mr. R. J. KINGSTON RUSSELL, editor of the *Natal Mercury* since 1926; assistant editor, *Cape Times*, 1920-25. Born at Wells, Somerset, 1883. Active service in the Great War; Captain 1/1 Lothians and Border Horse (XIIth Corps Cavalry Regiment). Prior to the War was a member for several years of the editorial staff of the *Daily News*, London; on the editorial staff of the *Birmingham Daily Post*, 1908-9. Publications (under the name of Shaun Malory): "Treasure of Tempest," "The Quest of the Golden Spurs," "African Highways and Byways," essays, &c.

Mr. SYDNEY H. VEATS, editor of the *Bulawayo Chronicle*, Southern Rhodesia, was born in London, 1890. His early newspaper experience was with the London News Agency and the *Morning Leader*. He went to South Africa in 1910 and joined the staff of the *Transvaal Leader*. In 1912 he joined the reporting staff of the *Johannesburg Star*, and remained there till 1920, with the exception of the period of the War. In 1920 Mr. Veats was appointed assistant-editor to Mr. Harold Wodson, of the *Natal Advertiser*. He remained there till 1926, when he took up his present appointment.

Lieutenant-Colonel E. B. WALTON, managing director of the *Eastern Province Herald*, Port Elizabeth, one of the oldest newspapers in South Africa. Born at Port Elizabeth in 1880, eldest son of Sir Edgar Walton, K.C.M.G., he joined the staff of the newspaper in 1899, became editor in 1908, and managing director in 1927. Served in the South African War, 1899-1901 (wounded three times); South African Rebellion, 1914; German South-West Africa, 1915-16; German East Africa, 1916-17 (Dispatches).

## IRISH FREE STATE

Mr. JAMES G. CROSBIE is the eldest son of the late Mr. Thomas Crosbie, and next to his brother, George Crosbie, chairman of the *Cork Examiner*, is the senior director of Thomas Crosbie and Co., Limited—South of Ireland Publications. He has all his life been connected with journalism, and except for a break of some 13 years spent in Australia and California his life has been spent in Ireland.

Mr. JOHN EDWARD HEALY, M.A., editor of the *Irish Times*, Dublin, was educated at Trinity College, Dublin, where he won a Classical Scholarship, the Vice-Chancellor's Prizes in English Verse and Prose, and graduated in 1896 as Senior Moderator in Modern Literature and Brooke Prizeman in Classics. He edited the College magazine *T.C.D.*, and in 1898 joined the staff of the *Dublin Daily Express*, of which, after a period as leader-writer, he became editor. In 1906 he was called to the Irish Bar, and in the following year he was appointed editor of the *Irish Times*.

Dr. W. LOMBARD MURPHY, M.A., M.D., B.Ch. Cambridge, F.R.C.S.I., L.R.C.P. and S.I., M.Sc. (*hon. causa*) National University of Ireland. Chairman of the board of directors of Independent Newspapers, Limited, Dublin. Dr. Murphy was born in Dublin, son of the late William Martin Murphy, of Dublin, and Mary, daughter of James Fitzgerald Lombard. Educated Clongowes Wood College; Feldkirch, Austria; St. John's College, Cambridge. Formerly surgeon-in-charge of Throat and Nose Department, St. Vincent's Hospital, Dublin (resigned, 1919); Captain, R.A.M.C. (T.F.), resigned, 1920; served in Macedonia (Dispatches), Chevalier of the Legion of Honour, French Croix de Guerre, Serbian Order of St. Sava, Greek Order of the Redeemer. President, Dublin Chamber of Commerce, 1924. Publications: Medical.

## INDIA

Mrs. G. H. BELL, O.B.E. ("John Travers"). London representative of *Fauji Akhbar*, Simla. Is known to a wide public as a novelist. Publications: "Sahib-log." "In the World of Bewilderment." "Second Nature." "A Servant When He Reigneth." "The Mortimers." "In the Long Run." "Those Young Married People." "Jean, A Halo and Some Circles." "Safe Conduct." "The Foreigner," and "Hot Water." Edited and compiled "Comrades-in-Arms," a text-book used in Indian schools, and published by the Oxford University Press (Bombay). Her latest work is the editing of "The Hamwood Papers of the Ladies of Llangollen and Caroline Hamilton." These consist of the diaries written by Lady Eleanor Butler, together with letters from Edmund Burke, Castlereagh, Wilberforce, and other famous men. Mrs. Bell was among the six women selected to go to India as a member of the Mission of Help. She has toured among the villages of the Punjab and familiarized herself with the problems and outlook of the women of the military classes.

Mr. THOMAS SELLAR BOWMAN, news-editor, the *Englishman*, Calcutta. He was born at Aberlour-on-Spey, Banffshire, Scotland, 1890; educated Arbroath High School. Entered journalism as amanuensis to Sir Carlaw Martin, editor, *Dundee Advertiser*, in 1906; sub-editor, *Dundee Advertiser and People's Journal*, 1907-10. London letter writer and sketch writer Press Gallery, House of Commons, for National Press Agency, London, 1910-1914. Joined *Statesman*, Calcutta, March, 1914, as sub-editor; chief sub-editor, 1920-23; acting news-editor, 1924; news-editor, *Englishman*, since 1926.

Mr. L. C. NICHOLSON. Represents the *Madras Mail*, Madras.

Sir STANLEY REED, K.B.E., LL.D. (Glasgow), editor, the *Times of India*, Bombay, 1907-23. Born Bristol, 1872. Joined staff *Times of India* 1897; special correspondent, *Times of India* and *Daily Chronicle*, through famine districts of India, 1900; tour of Prince and Princess of Wales in India; 1905-6; Ameer's visit to India, 1907, and Persian Gulf, 1907; joint hon. secretary, Bombay Press, King Edward and Lord Hardinge Memorials; ex-Lieutenant-Colonel Commanding Bombay Light Horse.

Mr. K. C. ROY. Represents the Associated Press of India.

Mr. J. H. THORNILEY.—Represents the *Pioneer*, Allahabad. Began his journalistic career on the *Macclesfield Courier* and after working on a number of provincial newspapers, including the *Cambridge Daily News* and the *Newcastle Chronicle*, went to India in 1908 as sub-editor on the *Pioneer*. He has been with the *Pioneer* continuously since then, except from 1917 to 1920, when he served in Mesopotamia in the cavalry branch of the Indian Army Reserve of Officers. Mr. Thorniley acted as special correspondent in Mesopotamia for a period before joining the Reserve of Officers, and was also special correspondent in Malabar during the Moplah rebellion in 1921. From 1921 onwards Mr. Thorniley has been successively chief sub-editor, news-editor, and assistant editor of the *Pioneer*.

Mr. S. WILLIAMS. Represents the *Rangoon Times*, Rangoon.

Mr. W. C. WORDSWORTH, Assistant Editor and director of the *Statesman*, Calcutta; late officiating director of Public Instruction, Bengal. Mr. Wordsworth was born in 1878, and educated at University College, Aberystwyth, and Jesus College, Oxford. Lecturer, St. John's College, Battersea, 1905-7; joined Indian Educational Service, 1907; Professor of Political Economy, Presidency College, Calcutta; Assistant Director of Public Instruction for Bengal; Principal, Presidency College, 1915; Director of Public Instruction, 1917; member, Bengal Legislative Council; Fellow, University of Calcutta; member of Council of Bengal Sanskrit Association.

## THE COLONIES

Mr. CLAUDE BIRKBECK WRIGHT ANDERSON went to British East Africa in 1900, and has been connected with the *East African Standard* since 1912. Read for law at London University, 1914. Joined Royal Fusiliers as a private in 1914; was commissioned to 4th Battalion Manchester Regiment in 1916, and seconded to 3rd King's African Rifles. Served during the War in East Africa as staff officer. (Mentioned in Dispatches.) Demobilized 1919, retaining rank of captain. Director of *East African Standard* since 1919; managing director since 1927; managing director, *Mombasa Times*, 1929; managing director, *Tanganyika Standard*, 1929; director, B.E.A. Broadcasting Company, 1928-29. Mr. Anderson was born at Kimberley, South Africa, in 1895.

Mr. ROBERT TYLER BARRETT represents the *Honk-kong Daily Press*. He was born in 1892, son of the Rev. R. Barrett, M.A.Oxon, then rector of Bepton, Sussex, and later, for 25 years, vicar of Barnham, Sussex. He was educated at the Royal Naval Colleges of Osborne and Dartmouth, and served as midshipman, leaving the Navy later on account of eye trouble. Taking up journalism, he was trained on the *West Sussex Gazette*, where he remained some years. He then joined the reporting staff of the *Oxford Chronicle*, and in August, 1914, volunteered for the Royal Naval Reserve, going to Antwerp as sub-lieutenant in Benbow battalion, with which he was interned for the duration of the War, sharing meanwhile the preparation and control of the British newspaper run for the internees. Returning to England, he went to Keble College, Oxford, where he took his degree and honours in the History School. He then rejoined the *West Sussex Gazette* as sub-editor, and after successful years at Arundel left to join the *Hong-kong Daily Press* in 1926.

Sir AUGUSTUS BARTOLO, LL.D., B.Lit., F.R.Hist.S., Minister for Education, Emigration and Labour, Malta. Premier's Deputy and Leader of the Senate. Born October 17, 1883, son of the late Chevalier Antonio Bartolo, M.B.E., founder and editor of the *Daily Malta Chronicle*. Graduated in law and literature in Malta University. Called to the Malta Bar in 1907. Professor and examiner and member of the council of the Malta University (seconded while holding Ministerial office). Part owner and former editor of the *Daily Malta Chronicle*. Life member of the Royal Historical Society, life Fellow and honorary corresponding secretary of the Royal Empire Society, life member of the Empire Parliamentary Association and chairman of the executive of the Malta branch. Associate member of the Empire Press Union. Represented the Malta University in the Congress of the Universities of the Empire in England and Scotland in 1921. Member of the Malta Parliament since the inauguration of self-government in 1921. Created Knight Bachelor in 1929. Publications: "The Sovereignty of Malta and the Nature of its Title." "Malta, Past and Present." "A History of the Maltese Island." "A Neglected Outpost of Empire." "Malta and Sea-Power." "Dio nella natura e nel sentimento umano," &c.

Mr. HERBERT G. DE LISSER, C.M.G., editor of the *Daily Gleaner*, Kingston, Jamaica, was born in December, 1878, in Falmouth, a north-side town of Jamaica. His father, Herbert George de Lisser, was a journalist, and at one time editor of the *Gleaner*. Mr. de Lisser was educated in Jamaica. At twenty-one he became editor of the *Jamaica Times*, a weekly newspaper; at twenty-three assistant editor of the *Jamaica Daily Telegraph*; and at twenty-five editor of the *Daily Gleaner*, which position he still occupies. He is chairman of the British West Indies section of the Empire Press Union, and proprietor and editor of *Planters' Punch* (Jamaica). In 1917 he became general secretary of the Jamaica Imperial Association. He was appointed a C.M.G. in recognition of "public services and literary work." Publications: "In Jamaica and Cuba." "Twentieth Century Jamaica." "Jamaica and the Great War." "Jane's Career." "Susan Proudleigh." "Revenge." "Triumphant Squalitone." "The White Witch of Rosehall," &c.

Mr. CONRAD ARTHUR LOUIS GALE, editor of the *Barbados Advocate*, British West Indies. He was born at Barbados, 1895; second son of the late Valence Gale, founder and editor of the *Advocate*, and Clara Chenery. Educated at Harrison College, Barbados, and St. John's College, Cambridge.

Captain C. W. GRANGE, M.C., London correspondent of the *Times of Ceylon*, Colombo. Born 1891, arrived Ceylon, January, 1911; returned for European War and served three years in France with Royal Artillery (Military Cross and mentioned in Dispatches); returned to Ceylon 1919; came back to Europe owing to ill-health 1921, and worked in France, America, and Canada, returning to France 1922, and subsequently to Ceylon in 1926. Three years member of Bulletin Committee of European Association of Ceylon.

Mr. GAULT MACGOWAN, managing editor of the *Trinidad Guardian* since May, 1929. Born 1894. Educated Manchester Grammar School. Captain Indian Cavalry Reserve (active service, 1914-19); military correspondent; editor, *Frontier Bulletin*, and Associated Press correspondent, India, 1920-23. Editor, *Times of Mesopotamia*, 1924-25; sub-editor, *The Times*, 1925; staff correspondent, *Daily Express*, in Paris, 1926-27; assistant editor and leader writer, *Cardiff Evening Express*, 1927-28. Editor, "A Londoner's Diary," Newspaper Features, Limited, 1928-29. Author of magazine articles: "To the End of the World and Beyond," "My Desert Dash to Damascus," &c.

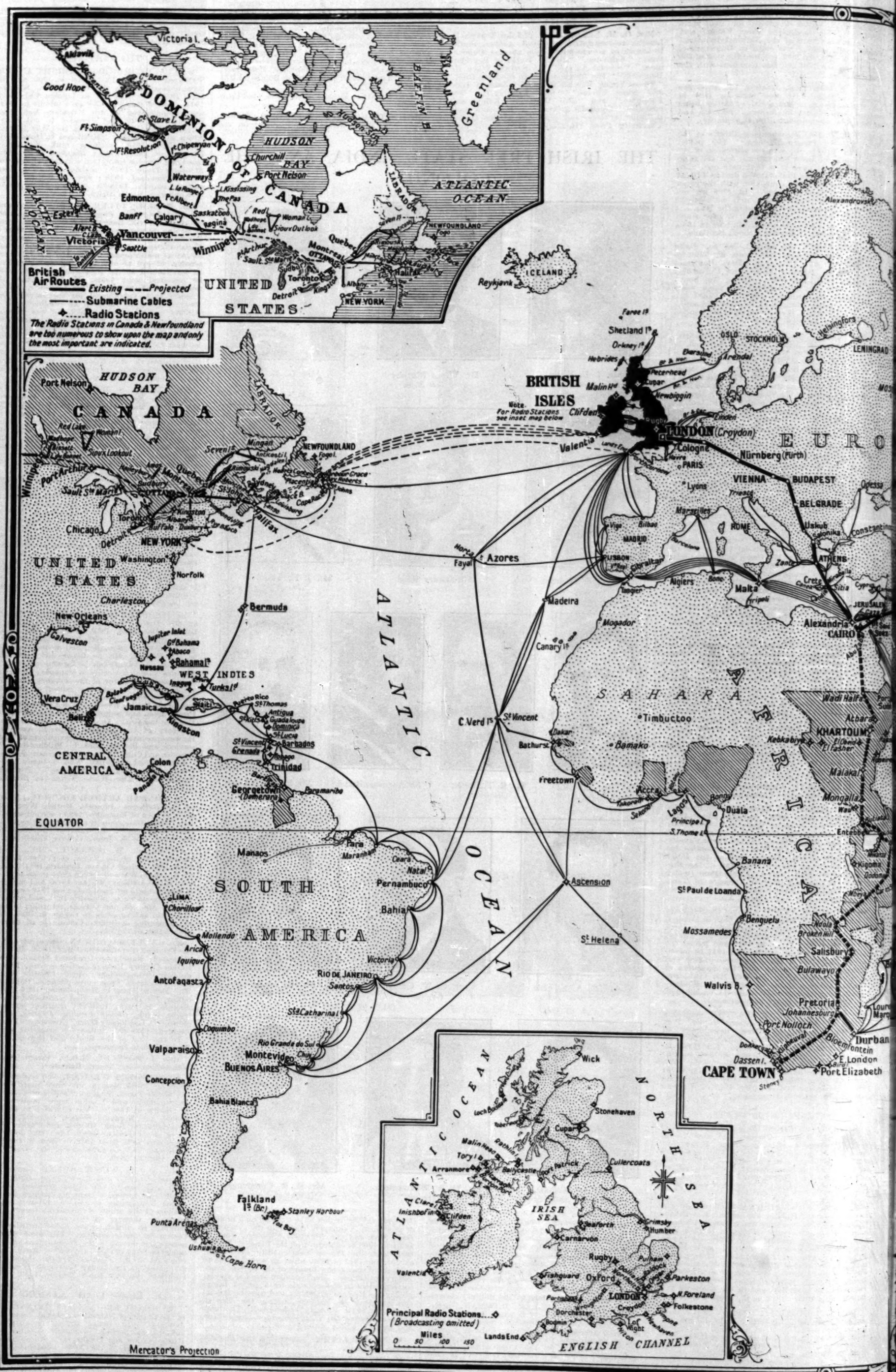
Miss M. MOSELEY, M.B.E. Proprietor of the *Nassau Guardian*, Nassau, Bahamas.

Mr. HERBERT WELHAM, who represents the Press of British Malaya, was until lately editor of the *Straits Times*, Singapore, and is now its special correspondent and London representative. Born in London in 1880, he was educated at Cranleigh School, the Moravian School, Neuwied, and the Universities of Bonn, Munich, and Paris. He was editor of the *Penang Gazette* from 1905 to 1910, of the *Straits Echo* from 1912 to 1926, of the *Malay Mail* from 1926 to 1928, and of the *Straits Times* from 1928 to 1929.

Mr. D. R. WIJEWARDENE founded the *Dinamina*, 1915, and the *Ceylon Daily News*, 1918, and bought the *Ceylon Observer*, in 1923. In 1927 he formed a company entitled the Associated Newspapers of Ceylon, Limited, as proprietors of this group of three daily papers. He is managing director of this company, which was the first to introduce provincial distribution in Ceylon by motor-omnibus. For some years the newspapers owned by Mr. Wijewardene have maintained an office of their own in Fleet-street. He was educated at St. Thomas's College, Colombo, and graduated at Cambridge University (Peterhouse). Called to the Bar, Inner Temple, 1912.

## LEAGUE OF NATIONS

Mr. HENRY REGINALD CUMMINGS, member of the League of Nations Secretariat, Geneva, since January, 1920, senior British member of the Information Section. Formerly member of the Parliamentary and London staff of the *Manchester Guardian*, and of the News Department of the Foreign Office. Has represented the League of Nations Secretariat at various conferences, including the Conference of the Institute of Pacific Relations at Honolulu in 1927 and Kyoto (Japan), 1929, as Observer. Mr. Cummings was born at Barnstaple, North Devon, in 1886.


British Air Routes
Existing ---- Projected
Submarine Cables
Radio Stations
The Radio Stations in Canada & Newfoundland are too numerous to show upon the map and only the most important are indicated.
DOMINION OF CANADA
HUDSON BAY
ATLANTIC OCEAN
PACIFIC OCEAN
UNITED STATES
Victoria I.
Greenland
BAFFIN I.
ICELAND
Reykjavik
BRITISH ISLES
Note. For Radio Stations see inset map below
LONDON (Croydon)
EUROPE
Valentia
Azores
Bermuda
WEST INDIES
CENTRAL AMERICA
SOUTH AMERICA
EQUATOR
Ascension
St Helena
AFRICA
SAHARA
CAPE TOWN
Principal Radio Stations
(Broadcasting omitted)
Miles
0 50 100 150
Mercator's Projection
NORTH SEA
IRISH SEA
ENGLISH CHANNEL

# MAP SHOWING
## British Submarine Cable, Radio, and Air
# COMMUNICATIONS OF THE EMPIRE.

REFERENCE.

British Submarine Cables Shown thus ——— Leased to U.S.A. - - -

British Radio Stations ✧ (Broadcasting omitted)

British Air Routes ——— Existing — — — Projected

Note:- Owing to scale of map some minor British Radio Stations have been omitted.

(EP 1567)

# NEWS BY CABLE AND WIRELESS

## THE TELEGRAPH AND TELEPHONE

### DEMANDS OF MODERN JOURNALISM

(FROM A CORRESPONDENT)

Newspaper readers of to-day in Great Britain and the Dominions expect as a matter of course to be promptly informed of all that is important in the affairs of the world. The news may range from the decisions of an international conference, or the defeat of a Government, to a score in a cricket match, but it must be published without delay in even the remoter towns of the Empire. There is no failure in transmission and publication, and it may be that few who read give a thought to the methods and organization by which events in five continents are reported in the Press within a few hours, at the most, of their occurrence.

New achievements in telephony still attract attention, but the telegraph cable is regarded as an ordinary and familiar means of urgent communication. To realize what the telegraph and telephone mean to modern journalism it is necessary to turn to the newspaper files of other days. In the first number of *The Times*, or *Daily Universal Register* as it was then known, published on January 1, 1785, the foreign intelligence occupied a little over half a column and consisted of four paragraphs from Warsaw, dated December 5, two from Frankfort, dated December 14, one from Constantinople, dated November 10, two from Paris and one from Rotterdam, dated December 25.

#### A CENTURY AGO

A century ago such accounts as were printed in the London Press of happenings and movements in South America were usually from two to three months old and reached the newspapers in the form of letters which probably came to England by way of New York. News from Australia in 1830 was received at infrequent intervals and related to matters which, at the time they became known in this country, had probably been forgotten on the other side of the world. To-day the result of the Derby is flashed by land and submarine cables and is known in all parts of the world immediately the horses running in the race on Epsom Downs have passed the winning post.

Before the first submarine cable was successfully laid between England and France in 1851 newspaper enterprise in the transmission of news from the Continent assumed various forms. The second John Walter at the time of the Napoleonic wars chartered a special packet-boat to bring the French papers to England. Paul Julius Reuter, the founder of the famous agency which bears his name, used carrier pigeons to convey messages between European cities. Foreign news filled many columns of *The Times* in 1830, when the first use was being made of the new electric telegraph, but there was no way of getting dispatches across the Straits of Dover other than by steamer, and for the most part the information was printed in the form of long letters from resident correspondents which were received in London from a day to a week after they were written. The novelty of telegraphic communication was indicated by the daily publication of one short message from Paris with the heading "Express from Paris," "By Electric Telegraph," which gave a brief summary of the more important French intelligence of the hour. Telegraphy in this case was confined to land transmissions. It is probable that no general newspaper or public reliance was placed on wires, for so late as 1848 the United States Government refused an offer by Morse to transfer to the administration the system associated with his name for a sum of 100,000 dollars. The American Postmaster-General gave as a reason that he was uncertain that revenues would be equal to the expenditure.

#### THE FIRST CABLE

The pioneers to whom the Empire owes the submarine cable and its unrivalled system of wireless communication had to struggle against many difficulties and disappointments. In 1850 a cable was laid between England and France, but it broke after working for three minutes. Fresh capital had to be sought and a new start made, and this happened more than once. In 1851, however, a cable was established between Dover and Calais, and then stage by stage the line was extended. The Eastern Associated Telegraph Companies provided a connexion with Lisbon, then with Gibraltar, and a little later with Alexandria. A cable was next laid across the Indian Ocean to Bombay and connected with a land line to Madras. Gradually the Far East and Australia were linked up, and a line from Sydney to New Zealand completed a chain which extended to the most distant of the Dominions. That success was achieved and submarine cables placed on a commercial basis was largely due to the foresight of Sir John Pender, the founder of the Eastern Associated Telegraph companies. The first attempt to lay a cable across the Atlantic in 1857 ended in failure, and although a second effort to connect Ireland and Newfoundland succeeded, the service was interrupted in deep water after three months, and the line could not be repaired. Regular communication was not achieved until 1866. The American Civil War brought into existence competitors with Reuter's Agency, and not long afterwards one of them made a serious bid for public support. To meet the challenge, in the absence of cable communication, Mr. Reuter erected a telegraph station of his own between Crookhaven, on the Irish coast, and Cork, and used a small steamer to intercept the incoming mail boats. Hermetically sealed tin boxes containing dispatches were cast overboard from the ships, which were the forerunners of the liners of to-day, and Reuter's agents conveyed these to Crookhaven.

#### THE "I.I.C."

The present submarine cable services of the world have an aggregate length of about 325,000 miles, and the services represent a romantic chapter or series of chapters in scientific achievement. The greatest operating company is Imperial and International Communications, Limited, which administers the cable and wireless communications formerly controlled by the Eastern Telegraph Company, Limited, the Eastern Extension, Australasia and China Telegraph Company, Limited, the Western Telegraph Company, Limited, Marconi's Wireless Telegraph Company, Limited, the African Direct Telegraph Company, Limited, the Europe and Azores Telegraph Company, Limited, the Eastern and South African Telegraph Company, Limited, the West African Telegraph Company, Limited, the Pacific and European Telegraph Company, Limited, the River Plate Telegraph Company, Limited, and the West Coast of America Telegraph Company, Limited, as well as the Imperial and Pacific Cables and the Beam wireless services with the Dominions and India. Imperial and International Communications, Limited, which is already popularly known as I.I.C., has its headquarters in London. It controls over 164,000 miles of the existing cables. The merger company realizes the importance of Press messages not only to the Empire, but to the world, and affords remarkable facilities for this class of message. The volume of Press traffic has been encouraged since the War by reductions in rates, and millions of words now flow over the existing channels in the course of a year.

In order to enable the British communities in the various Colonies and Protectorates in Europe, Africa, and Asia served by the company's system to receive a service of general and sporting news, which, even at the low Press rates in operation they could not afford, arrangements were made by the company with Reuter's many years ago for the purpose of giving a news service. The telegrams are circulated by the company as they are issued by the agency, so that a steady stream of messages is maintained. Each Colony pays for the service according to its financial capacity.

When events of international importance occur, such as the recent Naval Conference, special preparations are made for the dispatch of messages. Telegraph and telephone wires are connected from the Conference headquarters to the company's central telegraph offices in order to place a service at the immediate disposal of delegates and representatives of the Press, and a staff of experienced telegraphists is maintained at each end, so that telegrams can be sent to the four quarters of the globe.

#### LATE NEWS FACILITIES

The other cable services chiefly used by British newspapers are those of the Great Northern Telegraph Company, whose system crosses the top of the Old World and links London by Scandinavia and Leningrad with the Far East, the Indo-European Telegraph Company, the Commercial Cable Company, and the Western Union Telegraph Company. The Western Union system is extensively used for communication with the United States and Canada, and their installation of "Simplex Printers" in the newspaper offices is valuable from the point of view of saving minutes in incoming messages late at night. The land lines in Canada are now owned by the Dominion Government as well as the Canadian Pacific Railway Company, whereas in the United States they are owned and operated solely by private companies, the system being built up from the telegraph lines owned by railway companies and those erected by the telegraph companies themselves.

Taking the cable companies as a whole, it can be said that the Press to-day is admirably served in its task of bringing the scattered peoples of the Empire into daily communication.

#### THE BEAM SYSTEM

The application of wireless telegraphy to journalism goes back to the early history of wireless itself. In July, 1898, the Kingstown Regatta was reported by wireless telegraphy for the Dublin *Daily Express* from the steamer Flying Huntress, equipped with Marconi apparatus, over 700 messages being dispatched during the two days of the regatta; while in September and October, 1899, the Marconi system was used by a New York newspaper to give the public minute by minute information of the International Yacht Race off New York between Shamrock and Columbia.

Successive years brought fresh developments to increase the speed of signalling wireless messages and to improve the methods of working, and a few years ago the whole aspect of wireless telegraphy was revolutionized by the development of the Marconi system of short wave Beam telegraphy, which brought an enormous increase in the speed and capacity of wireless telegraph services. The whole Empire is now linked by high-speed wireless telegraph services, which can be operated at as high a speed as 400 words a minute, on the Marconi Beam system, and form the most complete and efficient international system of telegraphic communication in the world. In a period of approximately 20 years, therefore, a complete network of wireless services has been organized throughout the world, and, apart from the Empire Beam network, wireless communication has been established by Imperial and International Communications, Limited, "via Marconi," between Great Britain and the United States of America, Central and South America, many European countries, Egypt, Iraq, Syria, Persia, Palestine, the Sudan, Japan, Siam, and numerous other territories.

The introduction of a wireless photogram service in 1926 immediately interested newspaper managements, and it has been widely used since its inception for the transmission across the Atlantic of news pictures. Photographs or illustrations telegraphed from London to New York can be transmitted through the American Telegraph and Telephone Company to Boston, Chicago, San Francisco, Los Angeles, and other cities.

BEAM WIRELESS.—The radio room at the General Post Office. All messages for Beam wireless pass through this room, where they are transmitted to the wireless sending station at Rugby. This high-speed wireless service now links the whole Empire, and messages can be sent at 400 words a minute.

#### LONG DISTANCE TELEPHONY

Increasing interest is being taken in long-distance telephony as an alternative, and, under satisfactory conditions, a quicker, medium of communication for Press purposes. There is no indication at present that the telephone will supersede telegraphy for the dissemination of news between this country and the Dominions, although on April 30, when Mr. Ramsay MacDonald, the Prime Minister, seated in Downing-street, talked on the telephone to Mr. Scullin, the Australian Prime Minister, in Canberra, a news item was communicated by wireless telephone from Sydney and published in London evening newspapers. As between London and the nearer European capitals, however, the verbally transmitted message is gaining on the telegram. A remarkable development of the telephonic links with the Continent has been in progress in recent years. A service between London and Paris was started so long ago as 1891, but 12 years elapsed before similar facilities became available for direct conversation with Belgium, and it was not until 1913 that through communication was established with Switzerland. Then came the obliteration of the War years and the stagnation which settled over so much of Europe in the first chaotic years of peace.

The great advance which has since been achieved can be attributed to the introduction of the thermionic valve, which revolutionized the cable arrangements for telephonic speech. For the first time long-distance telephone work was brought into the realm of commercial practicability. The administrations of various countries got together and an international consultation committee explored the field which had been opened. Early in 1927 it was found possible to start a full service between England and Germany, and with the use of repeater stations London has since been put into touch with the whole of Europe west of Russia and the Balkans. The British Post Office will now accept calls to Austria, Belgium, Ceuta (North Africa), Czechoslovakia, Danzig, Denmark, Finland, France, Germany, Gibraltar, Holland, Hungary, Italy, Luxemburg, Norway, Poland, Portugal, Spain, Sweden, and Switzerland. Newspapers with resident correspondents in the principal Continental cities can be almost independent of the telegraph system to-day if they so wish.

#### TRANSATLANTIC TELEPHONE

The still wider adoption of the telephone for the reception of news from the other countries of the world, however, has scarcely proceeded beyond an experimental stage. A wireless telephone service is available to the public between Great Britain and the United States, Canada, Mexico, and Cuba, and messages have also been exchanged with Brazil and Argentina. Press use of these facilities has so far been limited to occasional urgent calls in respect of sporting events, such as the Scott-Sharkey fight and attempts on the motor-car speed record on the sandy beaches of Florida, and then chiefly for the reproduction of personal interviews with boxers and motorists. The present high cost of Transatlantic telephone communication may retard a more extended use of the service, but its possibilities have to be recognized. A 24 hours' service is provided by the Post Office and it is operated through four channels. When the system was inaugurated in 1927 only one channel was available and calls were restricted to the London and New York areas. There was a gradual extension to include eventually the whole of this country and the greater part of the United States, with a determination of tariffs according to specified zones. Communication has also been made through the United States with Canada. In recent months facilities have been given for communication with liners at sea.

It is yet to be seen whether the ease and with the exception of calls beyond European limits, the cheapness of telephones will discount the present system of telegraphy, or whether facsimile telegraphy, which is now being tested, will revolutionize the manner in which Press matter is handled. In the opinion of experts considerable developments may be expected and the whole aspect of communications for Press purposes may conceivably undergo revolution within a few years.

THE CABLE ROOM.—The advent of wireless transmission has by no means superseded the older method of cable communication. A view of the cable room at the General Post Office.

# BROADCASTING IN THE EMPIRE

## IMPERIAL AND LOCAL SERVICES

### PROGRAMMES AND POSSIBILITIES

(By Major C. F. Atkinson)

As the British Empire contains communities of almost every kind and every degree of development, so broadcasting, that new mirror of society, exists within it under almost all known forms—the national-service organization, the system of free competition and financing by advertisement, the small-scale effort of the enthusiastic amateur and the mere direct listening to remote transmissions. The present moment is one of transition. Broadcasting is either undergoing or about to undergo considerable reorganization in two, if not three, of the great Dominions and in India. It is not easy, therefore, to give an adequate account of broadcasting in the Empire otherwise than by dealing separately with the constituent parts of the Empire and describing the conditions in each. There are, however, a few general considerations which it is desirable, if not essential, to take into account in estimating the trend of developments within each section of the Empire.

The first is the distinction between broadcasting of the European type—namely, that of which the programmes have more or less the same character as those of this country, and addresses itself to individual white listeners—and broadcasting which aims at interesting and uplifting native populations. The second is the fact that within the white communities themselves there are very considerable differences of numerical strength—which react on the financial resources available—and of local taste and local artistic resources, which affect both the selection of the programmes and the possibilities of carrying them out. Thirdly, there are variations in the degree of contact with the main currents of Europe-American development, both economic and technical; this is of particular importance in connexion with the set "maintenance" problem, and with the possibilities of the telephone line, both as link and as distributor, but it has other aspects also.

#### THE EMPIRE AND THE WORLD

Lastly there is the question of how far differences between the conditions of the various white communities of the Empire may be equated, their sentiments solidarized and their values interchanged to mutual advantage by means of transoceanic broadcasting. Also, what is to be the relation between this "Empire" broadcasting and "world" broadcasting? That is a difficult question for a nation whose nationals settle so freely under other flags. Intercourse between British lands, contact with British "colonies" nested in other lands, and propaganda to "sell Britain to the world," are three different motives, with different implications of advantage and disadvantage—easily distinguished in words but difficult and sometimes impossible to disentangle in practice. It is not surprising, therefore, that diversities exist; one should rather be pleased that the general trend is as evident as it is.

The object of this article being essentially to review the situation in the Dominions and Colonies, it is assumed that the organization of the B.B.C. service at home needs no description, but before passing outside Europe, it should be added that in the Irish Free State broadcasting is managed by the Minister of Posts and Telegraphs and financed (though at present inadequately) out of licence revenue.

#### CANADA AND NEWFOUNDLAND

At the moment of writing the future of Canadian broadcasting is on the knees of Parliament, which is considering legislation to give effect, wholly or with modifications, to the report of the Royal Commission of 1929 which recommended the British system of unified control with public ownership and responsibility to the public powers, and rejected the American system of private enterprise for commercial profit. Hitherto, except for a chain of stations operated by the Canadian National Railways, the creation of broadcasting centres has been sporadic, and most stations have been operated competitively for commercial ends. Some so-called "stations" had not even a transmitter of their own, but used the physical equipment of another station under a different call-sign. Resources were low, efforts disjointed, and programme quality inferior, especially judged by the criterion of the best American stations, to which many Canadian amateurs listened for choice. Manifestly this situation could not continue, and the Royal Commission was set up for the purpose of finding a way to provide a national service. On the other hand, while the Commission was actually at work, a disturbing factor arose in that the two principal United States chains—"National" and "Columbia"—acquired certain Canadian stations, which are now connected by line to the American system and receive and radiate daily the most expensive and popular programmes put up by the large-scale advertisers in the United States. From the entertainment point of view, and even from the cultural, it would, of course, be idle to deny that Canada is more poorly provided with resources than her big neighbour, and even after the nationalization of the service a considerable measure of cooperation with American broadcasting will be both inevitable and desirable.

The scheme proposed by the Royal Commission provides for a chain of high-power stations across Canada operated by a company to be created by the central Government; but a considerable degree of provincial autonomy is provided for, as is desirable—and, indeed, inevitable—in a country where there are two languages, not a little regional variety in social and economic development, and a time difference of five hours from coast to coast. It is intended to finance the service out of licence revenue, as in Great Britain, but the provision of approved programmes by advertisers is to be permitted as an auxiliary resource. Special features of broadcasting as an element of Canadian life are the facilities provided for listening in trains and the use made of radio for keeping touch with the scattered police posts in the Arctic.

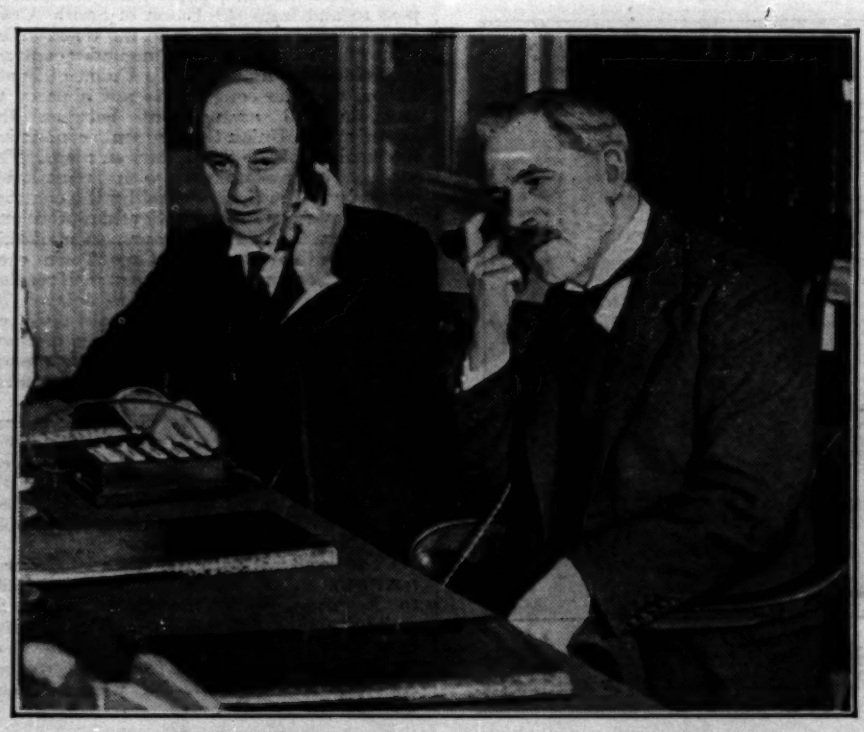
Newfoundland possesses a small amateur station.

#### AUSTRALIA AND NEW ZEALAND

In Australia, also, broadcasting began with a stage of sporadic enterprise in the great cities; but the dominant element was the far-reaching and then almost unchallenged power of "Amalgamated Wireless of Australasia, Limited," a Marconi concern. Another feature was and is the direct participation of organized theatrical interests in the programme service.

The population of Australia is smaller than that of Canada, and more concentrated in few and wide-apart centres. In spite of this, the demand for the fusion of these local efforts into a national system matured much earlier in the Commonwealth, owing to a variety of circumstances into which it is not necessary to enter here. In 1926 a Royal Commission thoroughly examined the situation both of broadcasting and of Amalgamated Wireless, Limited, and drastic changes have been carried into effect. The main ideas of the present scheme are Government ownership and technical operation of stations; supervision by an official "Australian Broadcasting Service,"; and the provision of programmes by a single concessionnaire company. Under guarantee as to quality of programmes and the inclusion of a due proportion of educational and cultural elements, the contract was awarded last year to Sir Benjamin Fuller's group. The service is supported by licence revenue. Apart from the great national stations, certain smaller stations (commercial or governmental) may continue in operation or be set up with advertisement revenue as their basis, but these receive no part of the licence revenue and do not seem to play any definite part in the national system. It is of some interest, indeed, to observe that though Australia was not inclined by any national preferences for the centralized British system—which it has now accepted simply as a lesson of experience—it did not, on the other hand, develop its main stations on American lines even while they were still under commercial control.

In New Zealand the four important stations are under the control of a single company, supported by licence revenue and supervised in various ways by public authority.



SPEAKING TO AUSTRALIA.—The Prime Minister, with Mr. Lees-Smith, the Postmaster-General, inaugurating the wireless telephone service between England and Australia.

#### SOUTH AFRICA AND INDIA

Originally Cape Town, Johannesburg, and Durban set up independent stations for local service, but eventually the Schlesinger theatrical interests acquired control in all three places and set up a South African Broadcasting Company. The high licence fee and the difficulty of preventing evasions, however, have always militated against success, and, though a palliative is now sought by taxing wireless gear, the tendency of well-informed opinion is in favour of setting up a nationally-owned system.

In India, as elsewhere, broadcasting began in the form of small-scale local stations, with personal enthusiasm as the real driving force; the programmes were amateur or semi-amateur and their general character was similar to that of European programmes. The appeal was to the European and the educated and prosperous Indian, and the novelty interest tided the effort over the initial difficulties. In due course the usual tendency to consolidate and regularize the situation set in and led to the formation of the Indian Broadcasting Company, which was constituted commercially as an offshoot of the wireless trade, but subjected to a measure of State control. Finance was to be provided for by licence revenue as in Great Britain, and also by a levy on wireless goods. The general policy of the company was to operate on British lines and gradually to develop a comprehensive service for all India. But the company was seriously under-capitalized, revenue failed to develop, and the company, after passing from crisis to crisis, finally ceased to operate in February last. Immediately afterwards the Government assumed responsibility for broadcasting.

Indian broadcasting seems now to be about to orient itself definitely in the direction of becoming a cultural service for the benefit of the Indian—a broadcasting of the second type mentioned earlier in this article. It will be the first of its kind to be attempted within the Empire, but the actual prototype is to be found in Russia. The conditions of Russian and Indian broadcasting are, in fact, very similar—enormous areas, heterogeneous and predominantly agrarian populations, illiteracy, individual poverty, village solidarity. For India, as for any country so situated, it can be asserted that broadcasting is not merely one of the instruments but the instrument *par excellence* for diffusing both useful information and, in the best sense, uplift.

A service addressing itself to these ends and these conditions must necessarily assume a form different from that to which we are accustomed in Europe. Instead of the individual listener with his domestic set, the unit of reception and finance will be the village community. And eventually, by force of circumstances (the necessity of "servicing" especially), it is not at all unlikely that the central broadcaster will find himself managing, or sharing the management of, everything up to the receiving set inclusive. The indications are that white and Indian listeners who prefer programmes of European type will come to rely on long-range oversea broadcasting (received either by direct listening or through local relay stations) supplemented by "bottled programmes"—*i.e.*, records taken by one or another of the electromagnetic processes that are now being developed. The wireless exchange—*i.e.*, a receiving set whence lines branch out to subscribers' houses—may also play a part in distribution.

#### THE COLONIES

The position of broadcasting in Ceylon is perhaps unique in the Empire. It is managed—the word "run" would perhaps give a better idea of its vividly personal character—by a group of enthusiastic Government officials, radio amateurs, and dramatic and musical societies, and its output is listened to not only within the island but in Southern India as well.

The British East African Broadcasting Company operates at Nairobi ordinary broadcasting for local service and short-wave transmission for the outlying districts. The present service is essentially for the white, but East Africa may be a suitable field for the development of cultural and informative broadcasting for the benefit of the native, though the obstacles are considerable. For the white population a combination of long-range reception and the perfected "record" seems likely to work itself out, as in India.

No local broadcasting has developed in Rhodesia, but there is a fair amount of direct listening to short-wave stations.

In West Africa natural conditions are highly unfavourable for local broadcasting, but there is some direct listening.

Conditions in the West Indies are also very unfavourable, though there is possibly a future for local relaying, as well as direct reception, of distant stations. It is believed that American long-range stations are regularly listened to by many amateurs.

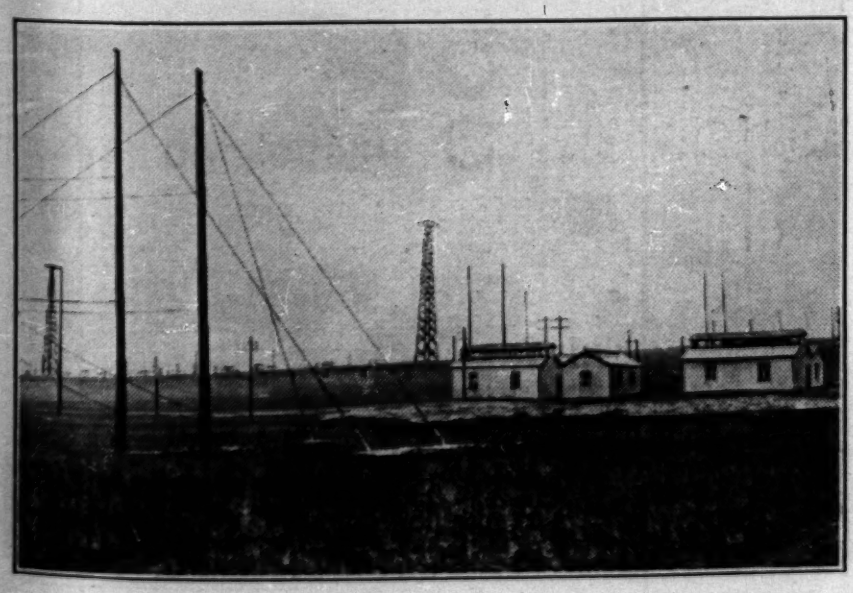
In the Mediterranean and Middle East there are no local services, but a growing habit of listening to distant transmissions. At Rangoon, Singapore, and Hong-kong local broadcasting has been, or is being, established on a small scale by the efforts of enthusiasts, and short-wave receivers keep many of the white residents in touch with their own civilization.

#### RECIPROCAL RELAYING

Experience gained with the B.B.C.'s short-wave experimental station at Chelmsford—known as G5SW—shows that there are two intertwined problems of "Empire broadcasting." The one is that of the reciprocal interchange of programmes with those Dominions which possess, in greater or lesser degree, the programme resources of a large and developed white community. The other is that of an outgoing service of information, psychological contact, and, to a less degree, entertainment for the scattered whites of the Crown Colonies.

The first question reduces itself mainly to one of relative programme values. Neither party to the exchange is dependent on the other for the necessities of even the amenities of civilized existence. Further, at present the local programme is necessarily received more reliably and in better quality than one which, before being relayed, has voyaged among the hazards of the ether for thousands of miles. The relaying station can, of course, ensure much better conditions of reception than the ordinary amateur, however skilful and well equipped, but it cannot improve what it receives. Consequently, as soon as the ephemeral novelty interest is past and artistic standards come into force, the distant programme is at an enormous disadvantage in competition with the local programme. Hence reciprocal relaying—so far as it is possible to judge at present—will probably deal in the main with those ceremonies, sports events, &c., which are of Imperial significance, together with commentaries upon life and happenings in the distant land. Thus restricted in scope, reciprocity between Great Britain and the Dominions, or between the Dominions themselves, must be, in itself, an insufficient basis for an Empire broadcasting system. It can only figure as one of the elements of a total problem that includes both interlinkage with the United States and an information and contact service to the white communities scattered in the British lands oversea.

This second aspect of Empire broadcasting, the outgoing service from the Mother Country to the "outposts," is a more manageable, because it is a more definite, question. Here, scattered over half the longitudes of the globe, we have some 300,000 of our people who are living under the British flag and yet "out of touch" with the atmosphere, and in many cases even the bare happenings, of Western civilization. For them shades of artistic quality are relatively unimportant, especially as under present conditions of reception their gramophones will probably give them more artistic satisfaction than any broadcast. What is important is the linkage itself. And it is not very difficult to see that the practical basis of an Empire broadcasting addressed to the white "outposts" must be that of informative—in the broad sense—and sentimental contacts. The future, therefore, turns not so much on the service to be provided as on the finance of providing it.



THE RECEIVING STATION.—A general view of the wireless station at Baldock, Herts, the receiving station for telephone calls from Australia, which establishes communication with London.

# MAIL SHIPS OF THE EMPIRE

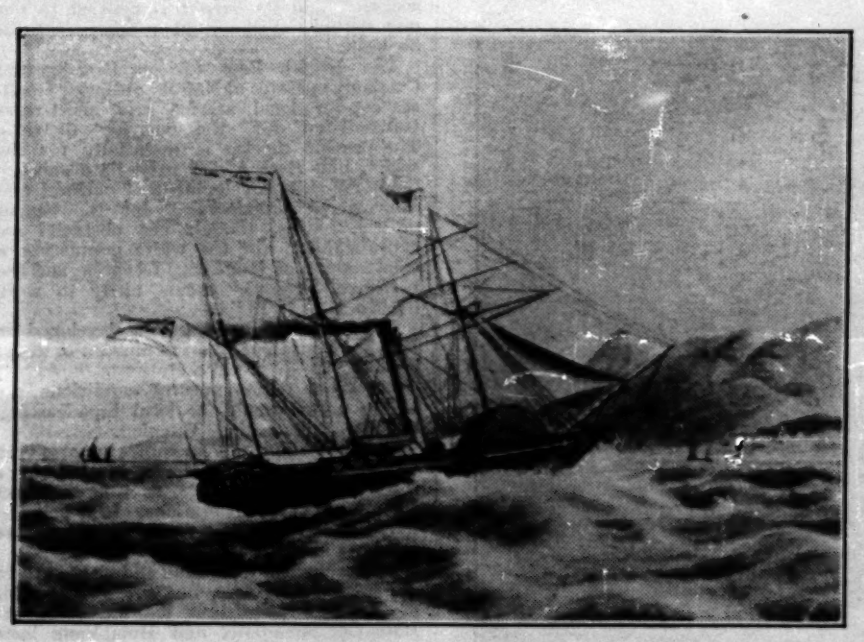
## NEWS AT SEA

### WIRELESS TELEPHONE TO LINERS

(FROM OUR SHIPPING CORRESPONDENT)

Before the coming of steamships and motor ships, the oversea mails were necessarily consigned by sailing ships, which also carried news from one part of the world to another. Ships continued to be the only means of transmitting news until the laying of submarine telegraph cables, and it was only after these were in use that travellers by sea could obtain at the ports of call news of events which had occurred since their vessels set sail.

Ocean-going ships have long been divided, broadly, into liners and ordinary cargo vessels, and a growing class which is engaged in the transport of oil need not now be discussed. It is the liner companies which are concerned, chiefly, with the carriage of mails, for regularity of service and the question of speed are involved. Passengers and mails are conveyed in the same ships, since the conditions which are appropriate for the one are, to a large extent, suitable for the other.



THE OLD STYLE.—One of the first mail ships, the P. and O. Steamship Iberia, passing the Rock of Gibraltar. In 1837 the old Peninsular Company was given the first contract made by the British Government for the conveyance of mails oversea.

There is a certain point, however, at which interests need to be reconciled. Primary considerations in the transport of mails are regularity of service, speed, and cost. Passengers are also concerned with regularity and with speed, provided these are associated with comfort. It is easy to imagine that mails could be transported very rapidly, but under conditions which would not be tolerated by passengers.

#### MAIL CONTRACTS.

Mail contracts usually stipulate for definite days of departure and arrival and for fines in the event of any failure to conform to elaborate programmes. These conditions are sometimes so exacting that many managements prefer to be without mail contracts and to enjoy the measure of latitude that is then possible. Still the mails must be carried on all routes and the interests, where they conflict, must be reconciled. Mail contracts are certainly not unmixed blessings to the lines, and incidents often occur to show how the assumption of liabilities under mail contracts affects the managements of the companies. Those concerned in the transport of mails are naturally interested in ensuring that their ships leave port precisely according to schedule, and it frequently happens that they cannot wait for important cargo, which may thus be available for ships whose sailings are not governed by quite the same hard-and-fast rules.

When contracts are being concluded for the transport of mails and are in force, the term "mails" includes newspapers and other printed matter sent through the post, as well as letters and post-cards. Newspapers sent by post are included in the ordinary mails and when dispatched oversea are not subject to any special arrangements for conveyance. An exception to this general rule is that newspapers and magazines forwarded from this country to Canada and Newfoundland by the special Magazine Post are made up into separate mails and carried by direct vessels.

#### EARLY MAIL ENTERPRISES

The history of mail services is full of romance and notable examples of progress. In 1833, after the introduction of steam shipping, Lieutenant Thomas Waghorn started his enterprise of the carriage of mails to the East across Egypt, and in January, 1835, he informed firms that he would be leaving London on February 5 of that year and Falmouth on February 8 by the Steam Packet for Malta. On his arrival there he proposed to "leave again forthwith for Alexandria, from there by land to Suez, sail down the Red Sea (wind is fair) and across the sea for Bombay, where I expect to arrive in 70 days from England. On this occasion I shall carry as many single letters as I can get at five shillings each." This pioneer in the organization of mail services added that:—

> Any letters that your firm or your friends may wish to send by this quick opportunity for India I shall be glad to take. I shall be in England again in November next, and in all probability go (should a steam communication not be established between England and India) annually in February by this route, so that once a year we may be certain of a quick communication with India.

The first contract for the conveyance of mails was dated August 22, 1837, and was made between the Peninsular Company and the "Commissioners for Executing the Office of Lord High Admiral of the United Kingdom of Great Britain and Ireland for and on behalf of the Queen's Most Excellent Majesty," and was for the weekly conveyance of her Majesty's mails and dispatches from Falmouth to Vigo, Oporto, Lisbon, Cadiz and Gibraltar, and *vice versa* "with good substantial, and efficient steam vessels with engines of not less than 140 horse-power to each vessel," the time of the voyage from Falmouth to Gibraltar not exceeding 216 hours. The horse-power of the Viceroy of India, the latest of the P. & O. fleet, is 17,000, and Lord Inchcape, presiding at the last meeting of the P. & O. Company, stated that during the year ended September 30, 1922, the company landed and embarked 377,536 bags of mails at Marseilles and that in the 12 months ended September 30, 1929, it landed and embarked 634,151 bags, an increase during the last seven years alone of 256,615 bags. In addition, 25,100 tons of parcel post were shipped in London during the 12 months ended September 30 last.

Until 1838 the Admiralty, which then was the department charged with the placing of postal contracts, had relied on sailing ships for the carriage of the North Atlantic mails. It soon became clear that for mail transport the steamship was a more trustworthy carrier, and tenders were invited for the conveyance of the mails by steam vessels, which brought the Cunard Steamship Company into being.

#### THE NORTH ATLANTIC ROUTE

In the following year the necessary capital, amounting to £270,000, was subscribed; the British and North American Royal Mail Steamship Company was formed, and a contract was concluded with Lord Melbourne's Government for the conveyance of mails between Liverpool and Halifax, Boston, and Quebec. The contract was for some years and was signed by Samuel Cunard, George Burns, and David MacIver, the founders of the company, who undertook, in return for a payment of £55,000 a year, to supply three suitable steamers and to provide two voyages a month. Subsequently, the Admiralty stipulated for four vessels, and the wooden paddle steamers Britannia, Acadia, Caledonia, and Columbia were built on the Clyde to maintain the service and the subsidy was increased to £81,000 a year.

This contract continued until 1847, when a fresh one, providing for an improved service and increased payment, was concluded and continued until 1867. On its expiry a third contract was made and continued until 1899, when a new system of postal remuneration was inaugurated and was based on the amount of mail carried on each voyage. Under this arrangement the Cunard Company carried mails from Liverpool to New York *via* Queenstown continuously until 1903.

On July 30 of that year an agreement was concluded between the Postmaster-General and the Cunard Company for a fixed annual payment of £68,000. It took effect in that year and was to last 20 years from the date on which the Mauretania started on her maiden voyage. As from November 16, 1927, the agreement was amended to include mails shipped by the Cunard liners sailing from Southampton to New York *via* Cherbourg. The contract provided for an increase of the basic payment to £100,000 a year, subject to a variation according to an increase or decrease in the amount of mails beyond a certain figure. This contract now remains in force.

#### SOUTH AFRICAN SERVICES

The first mail vessels trading regularly with South Africa were those of the Union Line, which was founded in 1853. At first only two of the company's ships exceeded 500 tons. Before that date, when no mail service existed, two small steamers of only 179 tons each traded with some regularity for several years, and were usually entrusted with the mails. As time passed it was felt that a second line operating with the Union Company would be of advantage to all concerned, and an invitation was extended to the late Sir Donald Currie, who in 1872 formed the Castle Company. Until 1873 the Union Company held the monopoly of the mails, and the Colonial authorities then voted the Castle Company a payment for the conveyance of letters and £100 for every day that its vessels arrived within 37 days. In 1876 the mail contract was equally divided between the Union and Castle companies, which were superseded in 1900 by the new company formed as the result of the amalgamation of the two enterprises. The contract of 1900, which, in the ordinary course, would have expired in 1919 was extended for two years by special agreement, and in September, 1912, a few months after the Union-Castle Line had been taken over by Lord Kylsant (then Sir Owen Philipps), a new contract was entered into between the Government of the Union of South Africa and the mail company for a period of 10 years from October 1, 1912, on terms and conditions which, it has been generally recognized, were highly favourable to the development of South African commerce and agriculture. This contract, extended for two years from October 1, 1922, was subject thereafter to 12 months' notice, and is still in force.

The letter and newspaper mails and parcels post to and from the Union of South Africa and Rhodesia are carried in the weekly mail ships of the Union-Castle Line under contract with the Government of the Union of South Africa, and the company is not a party to any financial arrangement between the Imperial and Union Governments concerning the carriage of the South African mails. The service is maintained with remarkable regularity. The time allowed by the contract for the passage between Southampton and Cape Town is 16 days 15 hours. A mail ship leaves Southampton and Cape Town each Friday afternoon and the inward mail reaches each port, unless the ships are delayed by fog or very severe weather, at about 6 o'clock each Monday morning. The carriage of newspapers is not confined to the news mail. Large quantities of newspapers are carried in the mail vessels at freight rates.

The mails for British East Africa are shipped by P. and O. vessels to Aden, whence they are forwarded by the vessels of the British India or Union-Castle company, as opportunity occurs, and they are also carried in direct French ships from Marseilles.

Under contract with the Imperial Government, the P. and O. Company carries mails to Australia, while the Orient Company maintains mail services by agreement with the Commonwealth Government, the terms of which have been changed from time to time. Australia is thus provided with excellent liner services.

#### OCEAN JOURNALISM

The receipt of news by ships has been made practicable by the invention and development of wireless telegraphy by the Marchese Marconi. In 1897 communication was established between Spezia and an Italian cruiser over a distance of 10 miles and in November, 1899, Signor Marconi, as he was then, established communication with the Needles at a distance of 36 miles. Reports of the progress of the South African War were communicated to the liner St. Paul, and the *Transatlantic Times* was printed and published on board and sold to passengers at one dollar a copy, the proceeds being devoted to seamen's charities. In 1900 the German liner Kaiser Wilhelm der Grosse carried wireless apparatus, and in the following year the British liner Lake Champlain was likewise equipped. In May of that year the Marconi Company opened wireless stations at various parts of Great Britain and Ireland for commercial communication with ships, and on January 1, 1905, messages for shipping were accepted by the Post Office.

Early experiments with wireless were carried out in the Cunard liner Lucania during 1901, and the success of these experiments resulted in the equipment with wireless of the other passenger vessels of the fleet. On February 7, 1903, the Cunard liner Etruria received wireless news from the small station at Browhead and a newspaper was published on board containing telegrams from abroad. Signor Marconi, by a coincidence, happened to be travelling in the ship at the time. On March 13, 1903, a Cunard Bulletin was published in the Campania. It consisted of eight pages and represented a great advance in ocean journalism, being published twice on each round Transatlantic voyage.

The present newspaper, as published in the Aquitania, consists of 12 pages and is published daily. Four or five times a day messages are received by the editor, who travels in the ship. Throughout the night the paper is set up on a linotype machine and printed, and it is ready for the passengers by breakfast time. A daily *Ocean Times* is also published in the White Star liners in the North Atlantic route.

Large numbers of ships on different routes are provided with news from the wireless station at Rugby three times a day. This information includes stock market prices in London, New York, and Montreal, prices of wheat, cotton, tin, and rubber in this country and North America, and a general summary of the world's news. Vessels making for North America are also supplied with news from the station of the Radio Corporation of America at New Brunswick and through the station of the Canadian Marconi Company at Louisburg.

The South African liners are supplied with the special news services of the Wireless Press, Limited, the Foreign Office Official News Service, and the South African News Service, supplied by the Union Government by arrangement with Reuter's from the station at Slangkop. A free service provided in Australia for the ships in the Australian trade has lately been discontinued and the service transferred to an Australian news syndicate which supplies information on a subscription basis to the mail ships in the Australian route.

Besides the regular news services the results of important sporting events are at once flashed to the ships, including the results of the principal horse races in this country, the Boat Race, and cricket and football matches. The news as it is received is typed and displayed in prominent parts of the vessels.

The ships trading with the East and the Southern Dominions do not carry such large complements of passengers as the great liners in the North Atlantic route, and the fact, coupled with the longer duration of the voyages, makes it more convenient to prepare the news by duplicating machine. The news sheets are inserted in leather covers and placed in the public rooms. This is the practice followed by the P. & O. and Orient companies. The Union Steamship Company of New Zealand publishes in the vessels in its main service a newspaper on the North Atlantic model.

#### WIRELESS TELEPHONE SERVICE

The possibility of satisfactory commercial wireless telephone services between ships and shore subscribers was demonstrated by the Marconi Company as long ago as 1923, but at that time the public demand for a marine wireless telephone service, which alone would justify its provision by shipowners, was not sufficient to warrant its introduction. The international telephone habit has now grown to such an extent, however, that such services have to be provided, and are now available on several of the largest British passenger ships. The possibilities of this service were demonstrated in March this year by the Marchese Marconi, who carried on a perfectly clear wireless telephone conversation from his yacht Elettra, at Genoa, with friends in England, Australia, Brazil, Argentina, the United States, Canada, India, and South Africa, thus covering practically the whole world—a fitting culmination to his pioneer work in the use of short waves.

A service of wireless telephony with British liners on the North Atlantic route has now been established for a number of ships. The service is available for about ten hours each day between 10 a.m. and 10 p.m. (British time). The minimum charge is £4 10s. to cover a three minutes' conversation and £1 10s. for each additional minute, with a "report charge" of 10s. when the person asked for cannot be found in the ship. Subscribers wishing to book a call to any of the ships on the list are instructed to proceed as in the case of an ordinary trunk call and, when put through to the recording operator, to ask for "Ship Service." The caller is required to give, in addition to the name of the passenger with whom the conversation is desired, his own telephone number and the name associated with that number in the telephone directory. Thus it is now practicable for people to speak from their own homes with friends in liners crossing the Atlantic.

NEWSPAPERS ON BOARD.—Thanks to wireless, newspapers are now produced on board many of the large liners as they cross the Atlantic. We show the radio room in the Aquitania.

# AIRWAYS OF THE EMPIRE

## EXTENSION OF THE SERVICES

## POSSIBILITIES OF THE FUTURE

(BY OUR AERONAUTICAL CORRESPONDENT)

The airways of the Empire are more numerous than is generally realized, but unfortunately, just as the British Commonwealth is widely scattered over the face of the globe, so the Imperial and Dominion air lines are very largely isolated units, with the result that a close-knit system of air communication is still an ideal rather than an actuality.

It is, however, gratifying to know that this year marked progress will be made in the completion of the two main Empire trunk routes to Australia and South Africa, now the keys to all Imperial air mails. The route mileage of the British Empire at present is divided into 5,305 miles of the England-India route, 5,437 route miles in Australia, 4,224 miles in Canada, and 1,440 miles in South Africa, a total of 16,426 miles, soon to be greatly augmented by the opening of part of the 6,000-mile All-Red route from Egypt to South Africa and by extensions of the England-India air mail route across India to Rangoon and also, it is to be hoped, to Australia. Great Britain already has an important through air route to Karachi, and the extension to Delhi marks another advance, while the Indian Government is taking active steps with the object of carrying on the line to Calcutta and finally to Rangoon in Burma. From there the Imperial Government, with the co-operation of the Colonial Governments of Malaya, hopes to start in the near future the further link to Singapore, after which it is expected that the Australian Government will cooperate in the organization of the final stage of three or four thousand miles to Port Darwin in Australia.

### QUICK MAIL SERVICES

The immediate effect of these extensions will be immense saving of time in the transport of mails, and if feeder services are also instituted by local cooperation the following table gives some idea of the extent to which communications will be speeded up :—

| Route | Land and Sea Transport | Air |
|---|---|---|
| London-India .. .. | 14 days | 7 days |
| London-Cape Town .. | 17 „ | 12½ „ |
| London-Australia (Fremantle) .. .. .. | 26 „ | 17 „ |
| Calcutta-Rangoon .. .. | 2 „ | 9½ hours |
| Bombay-Rangoon .. .. | 5½ „ | 24 „ |
| London-Khartoum .. .. | 10 „ | 5½ days |
| London-Uganda (Entebbe) | 21 „ | 7½ „ |
| London-Kenya (Nairobi) .. | 20 „ | 7½ „ |
| London-Tanganyika : | | |
| Dar-es-Salaam .. .. | 21 „ | 9½ „ |
| Tabora .. .. .. | 22½ „ | 9 „ |
| London-N. Rhodesia : | | |
| Broken Hill .. .. | 21 „ | 12 „ |
| Southern Rhodesia : | | |
| Salisbury .. .. | 21 „ | 12 „ |
| Bulawayo .. .. | 20½ „ | 11 „ |
| London-South Africa : | | |
| Johannesburg .. .. | 18-19 days | 11½ „ |
| Durban .. .. .. | 19-20 „ | 12 „ |

The value of the present air mail to India has now been clearly demonstrated. The following is an extract from a letter sent to Imperial Airways by a firm with world-wide interests :—

This firm has made use of the air mail ever since the first service, not only with correspondence to Egypt, Palestine, Iraq, and India, but we are constantly sending letters to India by air mail, so that they can be forwarded afterwards from Bombay to the Federated Malay States, Burma, and even where it has been possible to connect up with a P. & O. steamer sailing to Australia. In this connexion we found the saving of time invaluable and the services both ways absolutely reliable.

We are looking forward to the time when Imperial Airways will so have extended their services that we shall be able to send our correspondence all over the world by this method of transport.

### IMPORTANCE TO INDIA

This result has been obtained with Karachi as the terminus in India. With the extension of the air mail route to cover such important business places as Calcutta, Bombay, and Madras its value will be more than doubled to India alone, leaving out of consideration the quickening up of mail matter to places beyond in Burma and Malaya. Such a service will also draw revenue from the French mail bound for Indo-China and the Dutch mail which will be trans-shipped at Singapore to the Dutch East Indies air line, while it is almost certain that feeder lines will be begun when a transcontinental air mail line is in regular operation.

According to some recent figures of the British Post Office about 5 per cent. of the mail matter to and from India is now regularly sent by aeroplane, and the Postmaster-General added that, "according to existing information, there is no regular long-distance service operated from Europe whose traffic figures can compare with these."

It is not necessary to quote in detail the present times of posting for air mail services or the cost, as these are given in an official air mail leaflet issued by the G.P.O. This leaflet not only gives the British mail routes but all the other air mail services of the world. These are far more extensive than is generally imagined, as the maps of the world routes in that leaflet make clear, and by their use in conjunction with ground services it is possible to save many days in delivery, as the following examples show :—

| | | | |
|---|---|---|---|
| Argentina .. | 13 days | Canada (Vancouver) | 2 days |
| Australia (Melbourne) | 4 days | New Zealand | 7 days |
| Bolivia .. | 4 days | Peru .. .. | 21 days |
| Brazil | 9-11 days | | |

Considering now only the existing British service, the undermentioned comparisons are worth notice :—

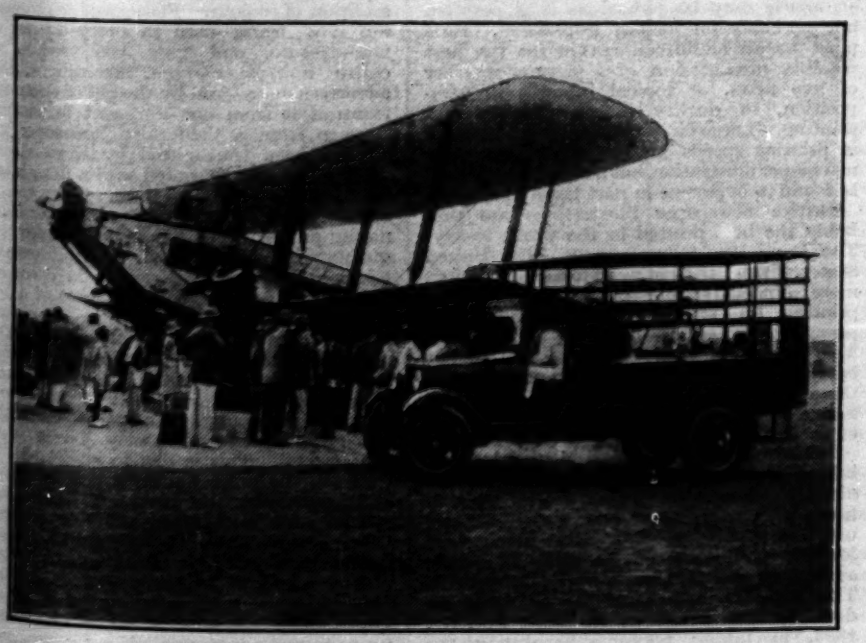
| — | Air fee ½oz. surcharge | Air mail days | Ordinary mail days |
|---|---|---|---|
| Egypt (Alexandria) | 2d. | 4 | 6-8 |
| Palestine (Gaza) | 2d. | 4½ | 7-9 |
| Iraq : | | | |
| Baghdad .. | 3½d. | 5½ | 9 |
| Basra .. .. | — | 6 | 10 |
| Persia (including Persian Gulf ports) : | | | |
| Bushire .. | 5d. | 6 | 13 |
| Lingeh .. | 5d. | 6 | 21 |
| Jask .. | 5d. | 6 | 19 |
| Teheran .. | 5d. | 6½ | 11-16 |
| India : | | | |
| Karachi .. | 5d. | 7½ | 16 |
| Bombay .. | 5d. | 9½ | 14½ |
| Delhi .. | 5d. | 9½ | 16 |
| Calcutta .. | 5d. | 10½ | 16½ |
| Madras .. | 5d. | 11 | 16 |

An additional fee of 2d. per ½oz. is charged by the Indian Government for the use of the air link from Karachi to Delhi. The air mail for all these places closes at the G.P.O. at 6 a.m. on Saturday.

### CANADA AND AUSTRALIA

It will be evident from the particulars given in this article that even in the present partly developed state of the world's air mails, for Press purposes in particular, the air mail time-tables will well repay close study in editorial offices. It has not been possible within the limits of this article to touch on the extensive local air mail services in Canada, nor upon the possibilities of catching earlier mail boats from Perth by the use of the internal Australian air lines. Sufficient has been said, however, to show that attention should be directed not only to through air lines such as those of Imperial Airways but to the various directions in which the standard train and mail boat routes may be combined with air mail services over certain sections.

The whole position of air mails at present is still largely in the development stage. When night flying routes become organized, as they must in the ordinary course of progress, and if and when Imperial airship services become possible, there will be speeding up of the world's communications to an extent which to-day is scarcely realized as being within the realms of possibility



AT KARACHI.—The arrival of the Indian air mail at Karachi. The service is being extended to Delhi, with the ultimate goal of a through air mail from England to Australia.

# NEWSPAPERS BY POST

## EMPIRE RATES

## THE INTERNATIONAL SERVICE

(By Brigadier-General F. H. Williamson, C.B., C.B.E.)

The distribution of newspapers by the post in Great Britain dates back to the seventeenth century, when a practice was developed under which certain Post Office officials enjoyed the privilege of franking newspapers and thus establishing a practical monopoly of the newsagents' business. Their privileges were, however, seriously encroached on when, in the middle of the eighteenth century, members of Parliament received the privilege of franking correspondence—including newspapers; many members were so ready to extend the benefit of their privileges to friends and tradesmen that in practice almost every one was in a position to send his papers free by post. This was not so serious a loss to the revenue as appears at first sight, as since the time of Queen Anne a stamp duty had been levied on newspapers, and early in the nineteenth century the anomalous situation was rectified by an enactment providing that all stamped newspapers might go free by post. The stamp duty was reduced in 1836 to 1d., but it only ceased to be compulsory in 1855, although even after that date newspapers and periodicals which were submitted for stamping passed by post without further payment. Other papers were transmitted by book post at the rate of 4oz. for 1d.

MAILS BY AIR.—Our photograph shows the loading up of one of the Imperial Airways machines at Croydon. Newspapers now reach subscribers in India in little over a week.

### THE ACT OF 1870

The gradual growth in the number of newspapers, however, led to a demand for cheaper postage, and in 1870 an Act was passed under which all newspapers were entitled to pass at the rate of ½d., irrespective of weight. The main conditions, which are still in force, were that the newspaper must be registered at the General Post Office, must consist mainly of news, and must appear at not more than weekly intervals. The ½d. rate, although in 1915 it was limited to 6oz., remained in force until 1920, when, as part of a general post-War increase in rates, the postage on newspapers was raised to 1d. for the first 6oz. and ½d. for each further 6oz. up to a maximum of 2lb. This rate is still in force.

It is noteworthy that since the great development in newspaper traffic in the nineteenth century the post has never played the same part in distribution as the private agent. In 1871 the annual number of newspapers carried by post was 103,000,000; in 1930 it is still below 200,000,000, although the number of letters has quadrupled in the same period.

In the service to foreign countries prior to the formation of the Postal Union in 1875 there was no uniformity in regard to newspaper rates. As a rule the registered newspaper was carried at a lower rate than the letter; but rates and other conditions showed fairly wide variations. In some cases there was a rate of 1d. per newspaper; in others the charge was 3d. or 4d. Sometimes the rate covered a definite weight; sometimes it was a rate per copy; and in many cases a further charge was collected on delivery.

At the present time newspapers are carried at the ordinary rate fixed for printed papers in the international service, *i.e.*, ½d. per 2oz. The only exception is the magazine post to Canada, which is carried at a charge of, roughly, ½d. per ½lb.

In the United States the Post Office has figured more conspicuously in the distribution of newspapers than it has in Great Britain. The rate charged to the ordinary poster is not very different from the English rate—namely, 1 cent per 2oz. The publisher, however, is in a more privileged position. In the country of publication every newspaper is entitled to free transmission by post, though this does not carry delivery at letter-carrier offices or by postmen. On other newspapers postage is assessed by a somewhat complicated method. The portion of the paper which does not contain advertisements is charged at the rate of 1½ cents per lb. The advertising portion comes under a different system. The rate is assessed on the basis of zones of distance, of which there are eight. Up to 50, 150, 300, 600, 1,000, 1,400, 1,800, and over 1,800 miles the rates vary from 2 cents to 10 cents per lb.

### DOMINION POSTAGE RATES

In the British Empire conditions vary materially, although it is the general practice to give favourable rates to newspapers. In Canada, in towns of not more than 10,000 inhabitants, the Post Office carries newspapers free within a radius of 40 miles, subject to a maximum number of copies per issue. The bulk of the traffic, however, is handled by publishers and newsagents, who are charged on newspapers sent to subscribers in Canada, Great Britain, and certain parts of the Empire a bulk rate of 1 cent per lb. On papers for the United States and Mexico the charge is 2 cents per lb. The postage payable by the ordinary sender is 1 cent for 4oz., which applies also to the United States and Mexico.

Australia also gives a low postage rate to newsagents. On papers printed and published in Australia the rate is 1½d. per 20oz., as compared with an ordinary rate of 1d. per 10oz. For newspapers sent to the Empire and the United States much more favourable conditions are granted than the ordinary international rate (1d. per 2oz.), varying from 1½d. per lb. to New Zealand to 1d. per 4oz. or 1½d. for 4-10oz. to Great Britain and Ireland.

The South African newspaper rate is somewhat higher than in this country, *i.e.*, ½d. per 4oz. (including Rhodesia, Bechuanaland, &c.). In the international service there is no reduction in the standard charge of ½d. per 2oz.

New Zealand has adopted a very simple scale of postage. On all newspapers in the inland service a uniform rate of ½d. per copy is charged, and about 48,000,000 papers are carried annually. On papers for Great Britain and a great part of the Empire the postage is 1d. per copy.

The Indian rates are among the lowest in the Empire. For a charge of ¼ anna (½d.) a newspaper of 8 tolas (3.29oz.) is carried to any part of India or Ceylon, and ¼ anna carries a paper of 20 tolas (8.23oz.). The Indian Post Office delivers 83,000,000 newspapers per annum at these rates. There are, however, no reduced rates charged for destinations outside India.

### THE POSTAL CONVENTION

The postage rates on newspapers in the international service are governed by the Universal Postal Convention, under which the standard rates are those applicable to printed papers generally, *i.e.*, 5 centimes gold per 50 grammes, or ½d. per 2oz. Reduced rates in particular cases can be introduced by special agreements between the countries concerned; but specific provision is made in the Convention for a reduction of 50 per cent. (on standard rates) on newspapers posted directly by publishers or newsagents. The concession is definitely limited to newspapers and excludes advertising matter such as prospectuses, catalogues, and price lists. This reduction is actually applied in many European countries, in their colonies and dependencies, and a few of the South American States.

Provision has recently been made for the adoption in the international service of bulk posting of newspapers. Under the new Postal Convention which comes into force on July 1, 1930, any country may arrange to accept newspapers marked simply with the words "postage paid," or the like, without postage stamps and without date stamps, for transmission to any part of the world. This system has been in force for some time between Great Britain and Empire destinations and has now been authorized for universal adoption.

A further facility provided by the Postal Union is the extension to the international service of the system of collecting subscriptions to newspapers through the post. This is embodied in a separate agreement to which only a limited number of countries are parties. The service is practically confined to a certain number of Continental countries and has, with the exception of Egypt, never extended beyond Europe.

# THE BUSINESS OF NEWS-GETTING

## WORK OF THE SPECIAL CORRESPONDENT

### HISTORIC ACHIEVEMENTS

(FROM A CORRESPONDENT)

Until the end of the 17th century in England the printing of news was a prerogative of the Crown; to embark on it was an interference with the affairs of the State. In the reign of Charles II. the Judges gave a unanimous decision that no "newsbook" or "pamphlet of news" could be published without Royal licence; and, in order to protect the monopoly of the *Gazette*, such licence was never granted except in the case of news from foreign parts. It is recorded that on the occasion of the great earthquake of 1580 three books and two ballads dealing with the subject were entered at Stationers' Hall within the next two days. When the Globe Theatre was burned down in 1613 two ballads on the catastrophe were entered on the very next day. But it was not until after the Restoration and the establishment of newspapers with continuous publication that any systematic gathering and publication of news became possible.

The first great landmark was set up by the first John Walter when, on the starting of *The Times*, in that truly remarkable manifesto, he proclaimed the principles of "what a newspaper ought to be." There is no need to tell here of his fight with both his own and the French Government in behalf of his right to gather news where he pleased and to publish whatever he saw fit. Nor, perhaps, has there been any more important service to journalism than that which Walter rendered when he began the accurate and impartial reporting of the Parliamentary Debates, without "perverting the language" (as his manifesto had promised) either "to serve the purposes of Faction or to support the popularity of Administration." How great a revolution that was it is not easy for us now to understand.

#### THE FIRST WAR CORRESPONDENT

It was John Walter II. who invented the War Correspondent when he sent Henry Crabb Robinson first to Germany and then to the Peninsula; and we feel that we are getting near to the spirit of modern newspaper enterprise as we read that, when the Government was doing all it could to prevent Robinson's dispatches from reaching Printing House-square, Walter organized a system of dispatch-running by means of a light cutter that plied between France and England, and employed smugglers to get the parcels ashore.

It was in the reign of John Walter III. that Delane discovered the greatest of all Correspondents, William Howard Russell, who served *The Times* in India at the time of the Mutiny, in America during the Civil War, and in Europe through both the Austro-Prussian and Franco-German Wars as well as in the Crimea. Of his Crimean dispatches it has been said that "to-day they are thrilling; at the time their effect was immense." It was as a result of them that Florence Nightingale went out to Scutari and the Government was at last roused to a recognition of its neglect of our troops.

We are now reaching events of the present generation, for many people still living remember the sensation caused by Henry M. Stanley's finding of Livingstone in 1871. Stanley was sent out by the *New York Herald* and the *Daily Telegraph* in conjunction to track the great missionary into the heart of what was then Darkest Africa. Not many people thought he would succeed; but the meeting of the two men at Ujiji, with Stanley's greeting of "Dr. Livingstone, I presume," stands as one of the unforgettable incidents in the history of exploration.

Meanwhile de Blowitz, the Paris Correspondent of *The Times*, was helping to make history. It is not questioned that his disclosure of a private communication that he had received from the Duc Décazes prevented the renewal of war between France and Germany in 1875. More notorious, however, is the story of his great *coup* at the Berlin Congress in 1878 when, by the famous exchange of hats with the text of the Treaty (the terms of which were still a profound secret) hidden inside one of them, he was able to give his paper what is probably the most memorable "scoop" in the history of the newspaper Press.

To the same period belongs Archibald Forbes, War Correspondent of the *Daily News*, whose ride with the news of the battle of Ulundi in July, 1880, is famous. He rode 110 miles to Landman's Drift in 20 hours. Then, after a few hours' rest, he went on to Pietermaritzburg, another 170 miles, which he covered in 35 hours, arriving so exhausted as to be almost in a state of collapse. He had ridden 280 miles in 55 hours in the saddle.

#### WAR NEWS BY WIRELESS

In the modern world, with the intensity of newspaper competition, the possibility of great individual *coups* is much reduced, but mention should be made of the installation by *The Times* of a boat equipped with wireless—then very new—for the use of its Correspondent, Lionel James, at the siege of Port Arthur in the Russo-Japanese War. Arrangements were made through the inventor of an improved system for the equipment of a station at Wei-hai-Wei and the installation of apparatus in the 1,200-ton steamer Haimun, which was used as a mobile remitting station. With the cooperation of the Japanese Admiralty Lionel James was able to send long dispatches to *The Times* of the offensive against Port Arthur, while, to use his own words, "five score impatient correspondents in Tokyo were praying daily that we might be reported sunk." The scheme had its element of risk, and was too successful to be prolonged. By the end of April, 1904, the Russian Government had officially notified the Western Powers that they would not permit neutral vessels carrying correspondents and wireless telegraphy to cruise in the vicinity of Port Arthur, and would treat all such correspondents as spies and their vessels as prizes of war. This prohibition, together with restrictions for which the Japanese military authorities were responsible, brought the real value of the adventure to an end.

#### THE GREAT WAR

In the Great War, under the strict censorship and control of correspondence, the old type of War Correspondent disappeared. But in the early days of the War, in spite of official discouragement, an army of Special Correspondents gathered what news they could in Belgium and France to supplement the laconic *communiqué* "un progrès sensible" with which the French people were lulled to a sense of security while the Allied Armies were retreating to the Marne, and the scarcely more illuminating communications issued to the Press from Whitehall. Their work for the most part was done at Channel ports, where they were able to gather information from French refugees, stragglers from Mons, or officers and men wounded or going home on leave. Collating these conflicting scraps of news with the known facts, they were often able to present in a readable form more or less accurate accounts of events day by day, which, of course, came under the scrutiny of the Censor before they were printed in the newspapers. From time to time many of them ventured, at their own risk and peril, into forbidden areas—territory occupied by the British and French armies. Many fell into the hands of British military authorities and were expelled the country "for the duration"; others were arrested as spies by French officials with frayed nerves, and spent an uncomfortable night in prison. A few had the luck to stumble upon a battlefield and to send home a vivid description of an action they had themselves witnessed. Probably the most notable of these early messages were those which called attention to the shortage of high-explosive shells, a disclosure which led ultimately to the formation of the Coalition Government and the opening of munition factories all over Great Britain.

The summer of 1915 saw the opposing armies facing each other in lines of trenches. The war of attrition had begun. It was then that authorized Correspondents, selected by the newspapers and approved by the Government, were permitted to establish themselves at the British headquarters in France. Under strict military control, they were taken over the front lines before and after an engagement, and supplied with an official account of every action, great or small. There was no longer an opportunity for competition except in the skill and vividness with which the Correspondents wrote their dispatches, based on the material placed at their disposal.

PROCESS CAMERAS.—A typical camera room in the process department of a newspaper office. The quality of the operators' negatives is an important factor in the production of half-tone blocks.

# PHOTOGRAPHY FOR THE PRESS

## IMPROVEMENT OF ILLUSTRATION

### COLOUR PRINTING

(FROM A CORRESPONDENT)

The amount of space given to illustrations steadily increases. Very few newspapers have no pictures; the majority devote at least a page, or its equivalent, to them. The newspaper Press in general, to please its readers, now has to include illustrations as a regular part of its make-up, and as time goes on it is likely that the partnership of news and illustrations will become stronger. In the early days of photographic reproduction almost anything was printed, for the novelty of the half-tone block made direct from a photograph helped to maintain interest. To-day we have a great variety of pictures, but discrimination is not always shown in their arrangement. Some papers, it is true, are distinguished by a particular kind and quality of picture, but many

PHOTOGRAPHS BY TELEGRAPH.—Part of the picture receiving and transmitting room at the General Post Office. The photograph shows the transmitter (left) and the receiving instrument (right).

are still content to print anything as long as it is new, though not necessarily news, and to insert blocks anywhere. This does not apply so much to sporting and theatrical pictures, which are usually found in their appropriate columns. Modern Press photographs tend more to please the eye. This is due partly to improved apparatus and materials, but more particularly to the greater skill and discrimination of the operator.

Competition has been another factor in the general improvement. As an example, a few years ago *The Times*, in continuance of its policy to publish distinctive photographs, endeavoured to include, whenever possible, a natural sky in the pictures taken by its staff photographers. The reproductions had a much better tone value than those made from the usual hard print where the white sky often killed the high lights. Improvements in stereotyping and printing have helped considerably. A few years ago not many daily papers could have printed skies satisfactorily, but to-day both daily and evening papers frequently do so, and yet the blocks of the evening papers are mostly made in half an hour or less. The day of the black-and-white half-tone has gone, and a keen public appreciation of newspaper pictures has grown up where only ten years ago few were considered to have much interest for the serious reader.

#### PRESENTATION OF A PICTURE

An illustration is usually judged by the reader's first impression. A news story or an article may be judged as it is perused, but probably on its last impression. Here must be an additional reason for the best possible presentation of a picture, whether of live news, or topical interest, in composition, in quality of photography and printing. Large circulations and the increase in printing speeds hinder rather than help newspaper illustration, but no doubt means will be found to overcome in part these handicaps.

British newspaper illustrations are probably the best printed in the world to-day. The Dominions follow closely. The United States, which excels in most kinds of printing, more especially fine book and magazine printing, is strangely backward in the presentation of newspaper photographs. This defect is made up to some extent by excellent rotogravure sections, though these are usually presented only on Sundays, and with the lapse of time some of their news value has been lost.

Improved apparatus and materials have helped the Press photographer in various directions during the last ten years. We have lenses with much larger apertures in regular use, one type of which is being much used for taking, unobserved, portraits of people at dinners and receptions by artificial light. This is a development of the pioneer work done by *The Times* as far back as May, 1923, in taking photographs during the performance of operas, and scenes at the theatre by ordinary stage lighting. To-day this branch of Press photography has become practically routine work. Photographic plates have improved both in quality and in speed. Fast panchromatic plates now give truly remarkable results—results which even their makers considered improbable a few years ago. The light must be very bad now to disconcert the man who is out on a news story. Any further improvements in press illustrations are likely to come in the process of reproduction.

#### PRINTING POSSIBILITIES

In stereo half-tone printing a fine screen is desirable, but it is doubtful whether this will materialize (in daily papers). An alternative is the adoption of some form of planographic printing for both type and illustrations. Planographic printing would allow the photo-composing machine to be used, and fine screen reproductions of pictures with greater range of tone. Some experts are hopeful that photogravure may be speeded up sufficiently to be used in daily papers. So far as pictures are concerned, photogravure would give better results than any other process, but it is difficult to visualize as a practicable possibility, even if money and space for printing machinery were not necessary to its success.

The foregoing remarks apply equally to colour printing in our daily papers, which is still in the experimental stage. It is true that a daily paper in Poland is printing colour from half-tone stereos, but it is somewhat crude. When the use of a finer screen becomes possible quite pleasing effects may be obtained, with even one or two colours and black, as well as with the ordinary trichromatic red, blue, and yellow. In the Dominions and in the United States four colour half-tones have been printed in supplements on ordinary news paper, on the usual presses, and good results have been obtained in a Dutch paper by similar methods. But in every case the pictures lack quality. They may improve—considerably if it is found possible to use a finer screen and a better paper. Much depends on the choice of subject; some pictures lend themselves more readily than others to reproduction. Those with fine detail will always be troublesome.

The preparation of the coloured photograph is not likely to present any difficulty. Already quite good results have been obtained by the several processes in existence. Photographs can be taken with the aid of an ordinary Press camera giving sufficient colour separation for the blockmaker. Given the necessary improvement in printing, the time does not appear far off when illustrations in natural colour will appear regularly with the news at our breakfast tables.

#### PICTURES BY WIRELESS

A great deal will depend on the support of the advertiser. Advertisers in this country were slow to take up photography for illustrating advertisements. Yet photography has proved a great sales force when properly used, and must become more so with the addition of colour. Photographic processes are now being used in every branch of manufacture, and may yet produce an entire newspaper—type, illustrations, and advertisements—and by the aid of electricity transmit it from one continent to another. A page from a Californian newspaper has already been transmitted by wireless over 2,000 miles, and reprinted within three hours of its leaving its original press.

This development opens up a rather fascinating prospect, but it is difficult to see how quality will be maintained. The processes of telegraphing photographs now in operation are a great improvement on those of a few years ago, and the line forming the picture is so fine that it is scarcely noticeable. The general quality of the picture is very good, and the size has been increased sufficiently to allow of satisfactory copying and enlarging. In some cases the telegraphed picture appears better than the original. This is due to an increase in contrast, the process clearing the high lights and intensifying the blacks. The Siemens system now installed at the General Post Office and available to the public gives excellent and uniform results. Important photographs can be transmitted in half an hour or less, to or from Berlin, Frankfurt, or Copenhagen, and other cities will be linked up as business increases. Many newspapers, British, Dominion, and foreign, have their own transmitters and receivers, and some of the principal picture agencies are now installing apparatus.

# THE DISTRIBUTION OF NEWSPAPERS

## EFFICIENT RAILWAY ORGANIZATION

### FAST SPECIAL TRAINS

(FROM A CORRESPONDENT)

When the Athenians appealed to Sparta, in the year 490 B.C., begging them not to allow the Greeks to become slaves to barbarians, the herald, a swift runner, did more than a hundred miles in less than two days. By way of contrast in the rapid transmission of printed news and dispatches, at the present day one of the fastest of the long-distance special newspaper trains is the 1.40 a.m. from Paddington, which reaches Penzance at 8.48 a.m.—305 miles in seven hours. A novel method of conveying news was adopted during the Franco-Prussian War, when pigeon-post was introduced. The first page of *The Times* of January 27, 1871, was reduced on to a thin film of collodion, measuring less than two inches by one inch. The film was rolled up tightly and placed in a small quill which was attached longitudinally to one of the tail feathers of a carrier pigeon. On arrival in Paris the film was flattened out and thrown by means of the electric lantern on to a screen, copied, and dispatched to its destination.

THE NEWSPAPER TRAIN.—An early morning scene at King's Cross. Parcels of London daily newspapers being loaded in the van of a special train for conveyance to the North.

Before the advent of the railways the mail coaches carried newspapers from London to the provinces. The Post Office sent out its country mails only at night, so that newspapers were already 12 hours old before they started on their long journeys. The first special newspaper trains were not chartered for carrying newspapers—for these special trains, before the telegraph became such an important aid to the English Press, were occasionally used by the more wealthy and powerful newspapers to convey a staff of reporters to some distant city, and to bring them back with reports of statesmen's speeches or accounts of other important events. In 1848 Messrs. W. H. Smith and Son began to run a special newspaper train from Euston to Glasgow in 10½ hours, a good rate of travelling for Early Victorians. The journey to-day, by the 12.30 a.m. newspaper train, takes just one hour and a half less. The proprietors of *The Times*, in the early days of rail transport, found that they were losing ground in the country through the enterprise of their provincial contemporaries, and in order to regain their old position made arrangements with the railway companies to distribute *The Times* all through the country three hours before any of its rivals could be upon the ground, and thus practically to publish, all over England at least, concurrently with the provincial Press. The monopoly of the newspaper trains was, however, soon broken down, and to-day all the London newspapers compete on practically equal terms.

#### THE PUBLISHERS' TASK

The rail transport arrangements of the great daily newspapers have now reached almost a state of perfection. The printing time schedules of the several editions of the morning newspapers are governed by the time of departure of the newspaper trains from terminal stations, and the Night Publishers have carefully prepared routings for the thousands of parcels which have to be dispatched by rail. The labels for the rail parcels are specially printed in various colours and bear distinctive marks to enable the railway officials to sort the parcels correctly at the departure stations and at different points *en route*. To facilitate the handling of parcels on the railways *The Times* parcels are kept to a minimum weight. The London daily newspaper proprietors employ fleets of powerful cars for transporting the parcels to the railway stations, where a tally is taken by checking clerks. Porters then take in hand the task of sorting and loading the parcels into the right vans. This work is usually performed with the utmost speed, as it frequently happens that the newspaper vans arrive only a few minutes before the departure of the train. The bundles of newspapers are turned out on to the platforms of junction stations or at the points of destination. Where connexions have to be made porters make the transfers, but at certain towns where there are two or more railway stations the newspapers employ their own transfer agents.

#### NEWSPAPER TRAFFIC

The railway companies do not, in general practice, undertake delivery of the parcels; the wholesale newsagents meet the trains and collect their consignments. In the case of the special newspaper trains the railway companies go to much trouble to make connexions with local trains, and time-tables are carefully revised so that connexions may be effected. One facility allowed by the companies is valuable in saving time in transport, for they permit (when no direct train is available) certain parcels to go by a roundabout route involving a much greater mileage, while charging only at the mileage rate for the direct route. Packers employed by wholesale agents are allowed to travel (taking ordinary or season tickets) on certain newspaper trains to sort and pack *en route*.

The subsidizing of special trains by groups of newspapers, or by the Newspaper Proprietors' Association, does not restrict the railway companies to carry only newspapers; other commodities are also carried. Space does not permit of a complete description of newspaper traffic over all the British railways, but its importance may be shown by some particulars of newspaper traffic over the largest railway system in the country. The London Midland and Scottish Railway, responsible for the transport of large numbers of newspapers to thickly populated areas, runs a number of important newspaper trains. The following particulars, relating only to Euston Station, give an impression of what is only a part of a vast undertaking:—The 7.30 p.m. train (carrying early editions and weekly periodicals) runs to Inverness and Wick; the Irish mail, at 8.45 p.m., carries heavy consignments of papers for trans-shipment to Ireland; the fastest train on the L.M. & S. system (between London and Crewe) is the 11 p.m., which, on reaching Crewe, connects with a network of trains which serve Manchester and East Lancashire, Yorkshire, Central and North Wales, and the Lake District. The 12.30 a.m. serves Liverpool and Manchester and runs through to Glasgow, where connexion is made with the 10 a.m. train from Glasgow (Buchanan-street) for the North of Scotland.

#### THE LONGEST RUN

As an example of the expedition with which newspapers are carried over long distances, the 12.30 a.m. train from Euston arrives at Carlisle in time to supply London morning papers to passengers who have travelled by the ordinary train which leaves Euston at 11.45 the previous night. The 2.30 a.m. train serves Birmingham (arriving at 4.35 a.m.) and the Midlands generally. On this train alone 60 tons of newspapers are carried every morning, and two of the finest engines belonging to the company are reserved in order to maintain the required speed. The 2.35 a.m. train arrives at Liverpool at 6.50. The longest run of any train in the British Isles—either passenger or goods—is the Sunday newspaper train, which leaves Euston at 8.20 p.m. every Saturday and reaches Lairg (Sutherlandshire), a distance of 634 miles, in 15 hours. More than 190 tons of Sunday newspapers are loaded at Euston Station every Saturday night for transport to the provinces.

In the course of a year the newspaper traffic from the London railway termini stations, such as Paddington, Euston, St. Pancras, King's Cross, Liverpool-street, London Bridge, and Holborn is enormous, and the success with which millions of newspapers are carried to their destination to schedule time testifies to the efficiency of British railways.

# THE NEWSAGENT

## GREAT DISTRIBUTING HOUSES

### THE RETAIL TRADE

(FROM A CORRESPONDENT)

Although no regular periodical was issued in England until long after the introduction of printing, the beginnings of journalism can be traced very far back. The pioneers of newspaper production had to launch their publications in a spirit of boldness and audacity, for they possessed no ready-made organization for distribution. In those early days newspaper distribution was indeed a slow and cumbersome business, and, as is shown in the article on "Newspapers by Post" on page xiii., it was practically a monopoly of the Post Office until early in the nineteenth century.

#### THE CLERKS OF THE ROAD

Two hundred and fifty years ago the machinery for the dispersion of letters was very simple. For Post Office purposes the kingdom was divided into six roads—the North Road, the Chester or Holyhead Road, the Western Road, the Kent Road, and the Roads to Bristol and to Yarmouth; and these roads were presided over by a corresponding number of clerks in London whose duty it was to sort the letters and to tax them with the correct amount of postage. The whole operation was performed by clerks of the road, who enjoyed the privilege of franking newspapers. The emoluments derived from this source continually increased. In 1764 they were not less than £8,000 a year. Under the terms of the Franking Act newspapers which bore the signature of a member of Parliament were allowed to go free. In the first instance they did not extend beyond the member's own residence and the residences of his constituents and friends; but after a while no such moderation was observed. The booksellers and printers, or newsagents as they would now be called, soon recognized the advantage it would be to them if they could get their customers' addresses put on the Post Office Register, and they experienced little difficulty in finding members who were ready to do them this service.

The private dealer procured his newspapers in the open market, whereas the clerks of the road were required to procure them from a particular officer designated by the Postmaster-General; and this officer was authorized not only to charge for the newspapers he supplied 1½d. a dozen more than he gave for them, but to retain as his own perquisite one out of every 25 copies. The present-day wholesale newsagent will see that the odd copy in the quire is by no means a modern concession.

The number of newspapers sent through the post from London increased enormously. In 1764 they averaged 3,160 a day, in 1790 the daily average was 12,600, and in 1830 it had risen to 41,412. More than one-tenth of the whole number was supplied by the clerks of the road. The newsvendors at length took up the matter, and a petition against the Post Office servants being any longer allowed to compete with the private dealers was presented to Parliament. By the direction of Lord Althorp, the then Chancellor of the Exchequer, the Post Office privilege was withdrawn as from April 5, 1834. Thus ended a practice which had existed from the first establishment of the Post Office.

#### THE NEWSVENDOR

Newsvendors and hawkers had participated in the distribution of newspapers from the time when they were first issued, but the withdrawal of Post Office competition gave them greater opportunities for development, and to-day the newsagency business has become a vast and highly organized undertaking.

In and around London hawkers played an important part in the distribution of newspapers, which they carried from street to street and from door to door. It is interesting to recall that a constant source of complaint on the part of readers of *The Times* (except those who lived in the very heart of the metropolis) was the comparatively late hour at which the paper was delivered to them. Explanations were printed in the paper from time to time, and on one occasion the authorities in Printing House-square decided to make an example of one of the hawkers whose dilatoriness was flagrant. They therefore published the following notice in *The Times* of October 29, 1801:—

THE BOROUGH NEWSMAN.—We beg leave to inform the subscribers to *The Times* who live in the Borough and that neighbourhood that the newsman who serves this paper seldom calls for them till ten, eleven or twelve o'clock in the day, although they are ready for delivery at seven in the morning. Should any disappointments occur, they shall be remedied by giving notice at the office.

A frequent cause of delay in delivery was the practice of hawkers of hiring out *The Times* to people other than the actual subscribers, who sometimes did not receive it until late in the afternoon.

A factor which has contributed largely to the enormous sales of newspapers is the rise of the great wholesale distributing houses. In 1847 we hear of W. H. Smith and Son employing nine special engines for their newspaper traffic to Liverpool, Manchester, and Birmingham, and later in the same year they ran a special train from London which reached Carlisle in eight hours. W. H. Smith the younger conceived the idea of extending his firm's business, and in 1848 became the official bookstall contractor to the London and North Western Railway. While some of the railway companies had permitted their disabled servants to set up stalls in the stations, firms such as Morrison of Leeds and Sampson of York already had bookstalls in those places. The improvements effected by W. H. Smith and Son were so great that they had no difficulty in securing the same rights upon the other lines. In 1854 *The Times* decided to deliver to W. H. Smith and Son all papers required by them for distribution in the country before any other agent was supplied—a decision which set a definite seal on the pre-eminence of the firm in the original function of its business.

#### MACHINERY OF DISTRIBUTION

The machinery of distribution to-day has reached a point of efficiency and thoroughness which is not excelled by any other transport system. A daily newspaper is such a "perishable commodity" that no other trade spends so much money, time, and effort in ensuring rapidity of transport. There is wholehearted cooperation between the publisher, the wholesalers, and the retail newsagents. Some of the old warehousemen who are still working can remember the time when wholesale agents brought their own paper and string to the printing offices. Nowadays, the newspapers are packed in bundles of definite numbers of quires immediately they leave the press-rooms, and are then dispatched by fast motor vehicles to the wholesalers' warehouses and to the railway termini. The organization of the wholesalers is remarkable for the proficiency and speed with which the composite parcels, containing a variety of newspapers, are packed for dispatch to the retail agents, who, in their turn, have to set to work to arrange their difficult part in distribution. In country districts their delivery rounds often cover very wide areas, and they have to travel many miles to reach their customers. It has been found expedient, in order to save time, to allow a certain number of retailers in rural places to receive their supplies direct from the publishers.

#### EVENING PAPERS

While the methods adopted for distributing Sunday newspapers differ slightly from the handling of morning newspapers, quite a distinct and highly specialized organization has been developed for the distribution of evening newspapers, in which the wholesale newsagents do not play so important a part. Evening papers are largely consigned direct to retail agents and "depôt men," the latter being responsible for distribution in a definite area to some of the retail shops and to street sellers.

There is one aspect of newspaper and periodical publishing which is peculiar to that trade. Most newsagents have to order more copies than they definitely require to meet the demand of the casual purchaser, with the result that unsold copies (known as "returns") are left on their hands. The custom of the trade is that the publishers accept the responsibility for these "returns." Unsold copies thus find their way back to the publishers, and credit is given to the agents accordingly.

The successful achievement of getting the newspapers in time, counting them accurately, making them up into the right parcels, and getting them off at the right time to the right people is a miracle of speed, precision, and judgment.

NEWSPAPER DISTRIBUTION.—A busy early morning scene in the packing and dispatching room of Messrs. W. H. Smith and Son. As early as 1847 the firm employed nine special engines for their newspaper traffic.

# THE IMPORTANCE OF ADVERTISING

## NEWSPAPERS AS MEDIA

### AID TO EMPIRE PROSPERITY

(FROM A CORRESPONDENT)

The newspaper Press to-day is only one of the channels through which the advertiser addresses the public. His message confronts us on the hoardings and trails across the sky; it twinkles above the streets and is flashed on to the cinema screen; it reaches us by mail and through the ether. The growth in the volume of advertising, great as it has been, has not outstripped the technique of the advertiser. In face of modern invention it seems at first sight a little remarkable that the oldest medium of advertising has continued to hold its own. Yet just as new methods of news transmission have only confirmed the supremacy of the newspaper in its primary function, so new methods of publicity, valuable as many of them are, have only confirmed the supremacy of the newspaper as a medium of advertising. It has been estimated that more than 40 per cent. of all the money spent directly or indirectly upon advertising in this country is used for the purchase of space in the newspaper Press.

The fact is not really surprising. The newspaper, especially the daily newspaper, holds a unique place in modern life. To most men and women it has become one of the very first necessities of their daily life. Nothing else can take its place. The habit of newspaper reading consciously or unconsciously colours all our modern ideas and methods of thought. This is a matter of great significance to the modern advertiser, to whom psychology is a very practical science. And it is not all. From the very beginnings of the Press the public has been in the habit of turning to the newspapers for information contributed by advertisers. Announcements of theatres and amusements, of hotels and shipping, of situations vacant and wanted, are in fact advertisements; but to most readers they represent important items of news, and without them the daily paper would lose some of its interest and value.

#### AN ESTABLISHED MARKET

In the columns of the Press, therefore, the advertiser finds an "atmosphere" highly favourable to his purpose. He has not, as it were, to take his solitary stand at the street corner and shout for the attention of hurrying passers by. The columns of the Press represent an established market, in which he has but to erect his stall to be certain of attracting attention. Here as many potential customers as are readers of the paper are certain to come each day. They come expressly to be informed or interested, and in their association of ideas there is no abrupt transition from the "news" of a new record at Brooklands to the "advertisement" of a new car they would like to own.

In the newspaper all advertisements acquire more or less the character of news, and so their value is enhanced. This does not mean that advertisements are allowed to appear in the guise of news. No reputable newspaper makes such a mistake as that to-day. Where "puffs" lurk hidden in the form of news paragraphs both the news and the advertisements themselves lose greatly in the confidence of the reader. To prevent this danger elaborate precautions are taken in the newspaper office. News and advertisements are handled by entirely separate departments. The left hand knoweth not what the right hand doeth. In the result the editorial columns remain above suspicion, while the advertisements, frankly proclaiming their purpose, invite attention exclusively on their merits.

The modern newspaper is thus able to fulfil two different functions which do not clash but support each other. Of the influence of editorial policy upon the advertisement department little need be said. The same qualities of journalism which earn public admiration for a newspaper as such are the qualities that give it value to the advertiser. The more reliable, enterprising, and independent the newspaper is in its editorial capacity, the more successful is it likely to be as an advertising medium. This is the answer experience gives to those who profess to see in a rising advertisement revenue a danger to the freedom of the Press.

#### THE DISPLAYED ADVERTISEMENT

Though the modern displayed advertisement has no effect upon editorial policy, its influence on other aspects of newspaper development has been very large, and almost entirely beneficial. Some part of its influence is visible upon the face of the paper itself. Many modern advertisements are things of beauty in themselves, and contribute greatly to the attractiveness of the page. Even when this is too much to say, the advertisements fulfil a useful purpose in breaking up and diversifying the columns, and so helping the eye of the reader. A comparison of any modern newspaper with an issue of 40 or 50 years ago illustrates this point better than any words could do. The same comparison makes another thing clear. This is the wonderful improvement in typography and "lay-out" that has taken place in the past 40 years. Much of the credit for this improvement must be given to the advertiser, and more especially to the growth of a body of professional advertising agents, who in recent years have become responsible for the great bulk of the displayed advertisements that appear in the Press. Under their influence the bad old traditions of heavy type faces, crude over-emphasis, and the use of as many different founts as could be crowded into one advertisement have been swept away. They have substituted a careful study of the art of presentation. They have employed the best talent available, and have developed new talent by lavish expenditure on their object. In the result simplicity, dignity, and legibility have taken the place of violence and over-elaboration; and the editorial columns, as well as the advertisement columns, have benefited by their influence.

Of the importance to the Press—and indeed to every newspaper subscriber—of the revenue derived from the displayed advertisement it is scarcely necessary to speak. The modern newspaper is the product of what is, in effect, a big factory filled with a great variety of costly machines. Its news-gathering resources are on a scale scarcely imaginable half a century ago. News-gathering, production, and distribution would be altogether impossible on the modern scale without the revenue supplied by advertisements.

#### EXPORT TRADE

These results, important as they are, are only the incidental effects of the growth of modern advertising. Advertising is judged by results; and the Press, as the chief medium of advertising, is judged by its capacity to give a helping hand to commerce. Our trade problems to-day are problems of distribution, and as a vital link in the chain of distribution advertising has long since established its position. In the field of Empire trade the seal has been set upon its recognition by the work of the Empire Marketing Board. Largely through its advertisements in the Press of Great Britain the Empire Marketing Board has brought home to every household the importance of buying Empire goods. British manufacturers seeking markets in the Dominions and Colonies must follow the same example. In this connexion the growth of the local Press throughout the Empire is a fact of great significance. Export trade in these days no longer involves a leap in the dark. Judicious advertising prepares the way for the goods, and by its aid demand can be regulated at the other end of the earth with a degree of precision impossible by any other means. In every part of the Empire to-day there exists a flourishing newspaper Press fully equipped to bear the advertiser's message, and it can be made to play a great part in re-establishing the commercial prosperity of the Empire.

# THE PRINCIPLES OF ADVERTISING

## ORGANIZATION OF THE DEPARTMENT

### THE PROFESSIONAL AGENT

(FROM A CORRESPONDENT)

As an advertising medium, a newspaper is simply a business organization with a valuable commodity—space—to sell. The value of that commodity is influenced by many factors, notably by the reputation of the news and editorial columns of the paper, and by the quantity and quality of its circulation. These factors are outside the control of the advertisement manager. They are the bricks with which he is provided and with which he must build up his business policy.

In the early days of modern "displayed" advertising there were few standards by which the relative values of space in different newspapers could be judged. Unless he was exceptionally proud of them a publisher would not dream of disclosing the figures of his sales. Nor had the advertiser begun to think of demanding such information, or of analysing and comparing results and so finding a "yardstick" by which different media could be measured. Advertising on the commercial scale was at first very much a matter of hit or miss; and in a time of less competition such methods quite often showed good results. But they would not do to-day; in fact advertising could never have grown to its present proportions without the evolution of a technique that enables the advertiser to calculate with reasonable assurance the returns he may expect for the money he spends.

#### THE NEWSPAPERS

To-day as much care and skill is devoted to the purchase of newspaper space as to that of any other business commodity; and this fact has led to great changes in the organization of the newspaper advertisement department. The old type of representative who relied on "personality" to secure an advertiser's contract is as out-of-date as Mr. Micawber, and unlikely under present conditions to prove any more successful. The advertiser to-day wants to know the "net sales" of a paper; its regional distribution; its influence with its readers and its standing in their esteem; the type of reader, from the point of view of his discrimination and spending power, and so on. It is the business of the advertisement manager and his staff to supply such information. They must understand the principles of good advertising as well as the advertiser, and know their own paper better than he does.

The advertisement department has duties to the public as well as to the advertiser. It cannot escape a measure of responsibility for the announcements that are admitted to the columns of the paper, and retribution will be swift if readers find themselves deceived. The leading newspapers to-day devote the greatest care to scrutinizing every advertisement offered for publication, and in some cases—particularly where, as in the case of *The Times*, many hundreds of classified announcements appear daily—this necessary work involves a considerable organization. Apart from the care exercised by individual newspapers, the task of eliminating undesirable advertising from the columns of the Press has in recent years been placed on a much wider basis. It is a matter that closely affects every one interested in advertising, for the success of all advertising depends in the long run upon public confidence. Hence the Advertising Association, a central body representative of all interests in the business, maintains a special department under the guidance of a voluntary committee of leading newspaper men and advertisers to investigate the *bona fides* of advertising. The department, supported by the full cooperation of every branch of the business, has met with a large measure of success in its work; and it may safely be said that the number of fraudulent or misleading advertisements now finding their way into the newspapers of this country—or, indeed, of the Empire—is very small.

#### THE AGENCIES

But perhaps the chief influence in the betterment of advertising has been the growth of a professional class of advertising Agents. Beginning merely as canvassers for the newspapers, these professional agents have gradually established an independent position as expert advisers to the advertiser. By their special study and experience they have immensely increased the efficiency of advertising, finding out the underlying principles of success and reducing them to a definite, if necessarily inexact, science. Their experience of comparative results, their knowledge of advertising media, and their ability to employ highly paid writers and artists place them in a very favourable position to advise and help the advertiser, and probably not less than 75 per cent. of the commercial advertising appearing in the Press to-day passes through their hands.

From the first the newspapers have favoured the development of this class of professional advertising agents. Though the newspaper pays—for the remuneration of the agent still takes the form of a discount allowed by the newspaper, and the advertiser usually obtains his services for nothing—it is realized that this concession is more than counterbalanced by the greater probabilities of success when the services of a really able and experienced agency are employed.

The desire to improve the service given to the advertiser underlies most of the steps that have been taken to organize the advertising business in recent years. The agents have formed their own professional organizations, setting high standards of conduct and efficiency for their members. The newspapers have cooperated by recognizing as agents and allowing the customary discounts only to those able to show such standards. This movement is by no means confined to the old country, but has its counterpart in all the Dominions. Within the last few months the members of the Australian Newspapers Conference have laid down conditions governing the recognition of advertising agents which are even more stringent than those in force here.

#### THE ADVERTISING ASSOCIATION

This is not all. The leading newspapers in this country are strong supporters of the Advertising Association, to which reference has already been made, and which as the central body numbers among its members the leading advertisers, agents, newspapers, printers, billposters, and others interested in the business. The association is affiliated to similar bodies in the Dominions, the United States, and on the Continent, and is actively engaged in the cause of better salesmanship for British goods. In addition to the department already referred to, it is responsible for a scheme of education in advertising, and this year is holding its first examinations.

All this may seem remote from the subject of the newspaper advertisement department, but in fact the connexion is very close. In advertising, as in other fields of business, old ideas of competition are giving place to more enlightened views, in which cooperation plays a leading part. The advertisement manager to-day seeks to fill his columns not by seducing the advertiser from a contemporary but by endeavouring to develop and enlarge the volume of advertising business. Few will quarrel with this outlook; for it is beyond question that the future of our Empire trade is largely bound up with better salesmanship and advertising. Without claiming any altruistic motives for the newspapers of the Empire, it may be stated without fear of contradiction that they are doing much to help forward this cause by their share in providing better service for the advertiser, and in protecting the public from the abuses that would tend to diminish confidence in advertised goods.

MAGDALEN COLLEGE.—One of the towns which will be visited by the delegates is Oxford. Above is a view of the entrance to the city from London, showing in the background Magdalen College tower.

EDINBURGH.—A session of the Imperial Press Conference will be held in Edinburgh during the visit of the delegates to Scotland. A view of Princes-street.

Printed and Published by THE TIMES PUBLISHING COMPANY, Limited, at the offices in Printing House-square and Playhouse-yard, in the Parish of St. Ann, Blackfriars, in the City of London, E.C.4, Saturday, May 31, 1930.